

Reagan's Washington:  
Ins are back in again

INTV

Taking the measure  
of the Ferris FCC

# Broadcasting Jan 19

The News Magazine of the Fifth Estate □ Vol. 100 No. 3

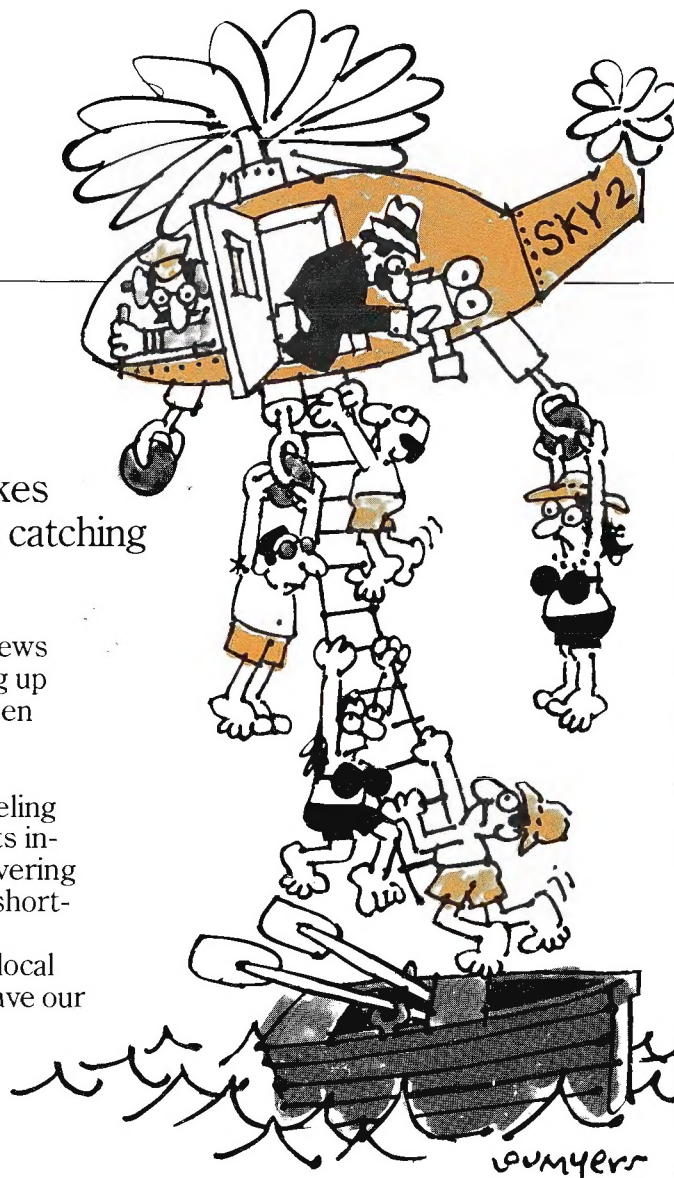
Our 50th Year □ 1981

One feature that makes  
our news catching is catching  
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With Houston's first TV news  
helicopter, we're snatching up  
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more territory in a much short-  
er time.

So when it comes to local  
news, we never have to leave our  
viewers up in the air.



KPRC TV HOUSTON

Petry Television, Inc., National Representatives, NBC Affiliate

The First  
**50**  
Years Of  
Broadcasting

1944

PAGE 111

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# The Week in Brief

## TOP OF THE WEEK

**ROBERT E. LEE WINS THIS ONE** □ Dean of FCC commissioners expected to be named interim chairman. Fowler is in the lead for permanent post. **PAGE 31.**

**FREER AT LAST** □ Radio deregulation passed by FCC in package that removes multitude of requirements and guidelines. **PAGE 31.**

**DREDGING IN HOUSTON** □ Federal court there will try to bring up circumstances surrounding cable franchise grants in early 1979. **PAGE 34.**

**CURTAIN TIME FOR REAGAN** □ Media troops mass in Washington for tomorrow's inauguration extravaganza that really begins tonight. **PAGE 35.**

**IN STARTING BLOCKS AGAIN** □ Ever-entrepreneur Eller and Columbia Pictures near deal for media venture. **PAGE 36.**

**EARLY ELECTION PROJECTIONS** □ They are key factor in rash of bills in new Congress. **PAGE 36.**

**FERRIS IN RETROSPECT** □ Outgoing FCC chairman's marketplace approach—key to his regulatory philosophy—brought deregulation and provided entry for new technologies. Along way, Ferris's stance and conduct cost him dearly in support. **PAGE 37.**

## SPECIAL REPORT

**THE SPIRIT OF INDEPENDENTS** □ INTV's annual convention is under way with lively agenda that includes look at Burke study on commercial recall, satellite visit by Reagan's FCC transition team and workshops on sales, programing and government issues. **PAGES 47-48.**

**WALKING TALLER** □ Within ranks of INTV, there's enthusiasm that's bolstered by happy financial data from FCC. **PAGE 50.** Along Madison Avenue, independents are acquiring parity with competitors, attracting more and more upscale clients. **PAGE 54.** Independents assess role

of new technology in their operations. **PAGE 56.** Changing demographics have revamped programing. **PAGE 58.** How promotion adds luster to independents' risen star. **PAGE 66.**

## LAW & REGULATION

**A GAVEL FOR DINGELL** □ Michigan Democrat expected to be named chairman of House Commerce Committee that may redesign its subcommittees. **PAGE 76.**

## PROGRAMING

**NBC CHARTS COURSE** □ At gathering of TV critics and reporters in Los Angeles, network explains its next programing moves, offers optimistic analysis of its current third place in ratings, keeps reaffirming its faith in Silverman. **PAGE 90.**

## BUSINESS

**BULLISH ON CABLE** □ That's feeling of Adams-Russell which plans \$13-million commitment to build up CATV interests. **PAGE 100.**

## MEDIA

**REGEARING** □ Liberals plan media access strategy in new environment at Mott-sponsored symposium. **PAGE 102.**

## 1944

**THE 'BROADCASTING' YEARS** □ Congress and the FCC continued to spar even though the principal antagonists, commission Chairman Fly and Representative Cox left the ring. Early in 1944, newspaper owners won their battle for their right to be broadcast owners. And radio wrote more brilliant chapters in the presidential election, on the beaches of Normandy and at every other place that wartime America needed its services. **PAGE 111.**

## PROFILE

**CROSSOVER—AND UP** □ Ex-newsman Bob Mulholland felt left out as he watched NBC News call Ronald Reagan's victory last November. It was one price Mulholland had to pay for his successful transition to the corporate side and the presidency of the NBC Television Network. **PAGE 137.**

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**NUMBER ONE  
EVERY SEASON.  
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Well into its fourth season on CBS-TV, The Hulk continues to be  
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Put this relentless winner to work for you every single day!

**THE INCREDIBLE HULK™**

The big green family machine!

**MCA TV**



## Triple play

In immediate offing may be three-way package in Reagan makeover of FCC. Aside from probable selection of Mark S. Fowler, Washington attorney, for chairmanship (see page 31) and renomination of James H. Quello for new term, there's prospect that Mary A. (Mimi) Weyforth, 36, administrative assistant to Senate Commerce Committee's new chairman, Bob Packwood (R-Ore.), will be supported for third vacancy—presumably when Commissioner Robert E. Lee, slated to become interim chairman, retires upon completion of his present term June 30.

Weyforth, native of St. Louis, is wife of Rhett B. Dawson, chief counsel and staff director of Senate Armed Services Committee. Her candidacy reportedly is endorsed by 10 senators. If she gets commissionership, it will be first time FCC will have had two women members (out of seven) and both of same party. Other is Anne Jones. Third Reagan appointment will be triggered by resignation from FCC, expected in April, of Charles Ferris, who will be stepping out of chairmanship when Lee steps in.

## Five big, big ones

Chances are brightening that TV network sales in 1980 reached \$5-billion mark for first time. That's word from Broadcast Advertisers Reports, which keeps track with monthly estimates. Prospect of \$5-billion year dimmed when September results were essentially flat and October's actually dropped 4% below October 1979 ("Closed Circuit," Dec. 8, 1980). But November sales look to be up 2%-3% from year ago, and BAR officials calculate that if December's held even with December 1979, year's total will pass \$5 billion, perhaps reaching \$5.1 billion or little higher. In 1979 sales were \$4.6 billion.

## Fits over Fritts

Proposed compensation of \$50,000 a year to National Association of Broadcasters joint board chairman has been isolated from budget that otherwise totals \$7.8 million for next fiscal year and will be first item on agenda at board meeting that begins next Monday (Jan. 26) in Scottsdale, Ariz. Those counting votes say majority of board is solidly in favor of compensation, which would assure candidacy and probably election to top post this year of Edward O. Fritts of Fritts Broadcasting, Indianola, Miss., now radio board chairman.

But board members on both sides say

feelings about compensation have heated up. Thomas Bolger, incumbent chairman of joint board, remains adamantly opposed and says, if necessary, he'll hand over gavel at Scottsdale long enough to argue case against chairman's pay.

## Dereg in Senate

Senate Commerce Committee plans to release list of goals for 97th Congress within next two weeks. Included are series of communications bills, two involving statutory deregulation of broadcasting, and others dealing with cable and common carriers. Starting point for bills is still S. 2827, bipartisan bill that stalled in committee in summer of 1980.

## Zeroing in on T&A

That new coalition of forces dedicated to elimination of sex from television ("Closed Circuit," Dec. 15) has picked its name, Coalition for Better Television, and lined up leadership. Rev. Donald Wildmon of National Federation for Decency, Tupelo, Miss., will be chairman; Dr. Ronald Godwin of Moral Majority, executive director. Others in forefront: Judie Brown of American Life Lobby; John Hurt of United Church of Christ of Joelton, Tenn. (which has own "Clean Up TV" campaign), and Phyllis Schlafly, best known as crusader against Equal Rights Amendment but representing Eagle Forum, which she describes as national pro-family organization, on coalition.

Letters sent out over Wildmon's name have invited advertisers to meet with coalition leaders in Washington after coalition's press conference there Feb. 2, when it will announce its formation.

## In wings

If there's to be interim Republican named to replace Democratic Chairman Michael Pertschuk at Federal Trade Commission, it will be David A. Clanton of Santa Barbara, Calif. Clanton, now in his fifth year, was appointed by President Ford.

## Successions in the sun

With budget taken care of at December meeting, election of new officers heads agenda of Feb. 5-6 meeting of National Cable Television Association board in Key Biscayne, Fla. After unprecedented two terms, Doug Dittrick will give up chairmanship. Likely replacement is Al Gilliland, president of Gill Cable, San Jose, Calif., who is this year's vice chairman. So far he's only one in running. Current treasurer and secretary are also looking to move up notch. John Saeman,

Daniels & Associates, is seeking vice chairmanship and Jerry Lindauer, Times Mirror, wants to be treasurer. They too are unopposed.

## Making way for Wirth

Acting members of House Committee on Energy and Commerce are trying to change standing committee rule that forbids subcommittee chairmen from serving on subcommittees other than their own. Among those pushing for change is Representative Timothy Wirth (D-Colo.) who has high interest in energy subcommittees but is expected to chair Communications Subcommittee. Possibility of rules change makes size and makeup of Communications Subcommittee difficult to predict, but Democratic members said to be expressing interest include Representatives Edward Markey (Mass.), Ronald Mottl (Ohio), Allan Swift (Wash.), Thomas Luken (Ohio) and Albert Gore (Tenn.).

## Next to go

It's presumed that Robert E. Lee, as caretaker FCC chairman, will have early chance to pick up resignations of such controversial Ferris appointees as Robert Bruce, general counsel; Nina W. Cornell, chief of plans and policy, and Robert L. Mann, head of Ferris-enlarged press office. Also on unprotected job list is S.J. Lukasik, chief of Ferris-named "Office of Science and Technology," but he has been less controversial.

## Arm-chair shopping

To be introduced this week at Association of Independent Television Stations annual convention (see page 47) will be syndicated five-a-week, hour show, *Shopping at Home*, described as "electronic catalogue." It will be distributed by RKO General, which is in joint venture with Carpenter Television Programs, Washington (owned by Bill Carpenter, former vice president and general manager of WTTG-TV Washington). Show is intended to upstage shopping services variously planned for cable TV. It will contain service-information programming plus direct-response advertising for products that can be ordered by telephone. It will be fed live out of RKO's WOR-TV New York at 9-10 a.m., Monday-Friday, beginning in September. RKO's KHJ-TV Los Angeles will also carry show.

Syndicators will keep 40% of commercial time for national sale, let stations sell 60%. They hope to land Sears, Roebuck as first major advertiser.



# Business Briefly



**Onward and upward.** A series of promotions was announced last week at Compton Advertising Inc., New York, by O. Milton Gossett (third from left), chairman-president and chief executive officer. New posts and titles were given to (l to r) Dawn Sibley, senior vice president and media director, who was named to Compton's board of directors; Robert O. Jordan, executive vice president and director of account management, who was moved up to vice chairman; Robert H. Huntington Jr., executive vice president and chief administrative officer, who was designated chief operating officer, and Eugene F. Barley Jr., senior vice president and management supervisor, who was tapped for the agency's board. Gossett said Compton would name a new president some time in 1981.

## ASK ONE WHO OWNS ONE.

"Trident One is the kind of  
package you always look for...  
relevant, star value, compact"

JACK MATHIAS

President & General Manager, KTVL-San Francisco

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Murray Oken, Vice President, Domestic Sales  
Jim Kraus, Director, Syndicated Sales

TV ONLY

**Barnett Banks** □ Begins Feb. 23 for 10 weeks in various Florida markets. Prime and news times. Agency: McKinney, Silver & Hockett Inc., Raleigh, N.C. Target: Total adults.

**Nabisco** □ Oreo cookies. Begins Feb. 2 for four to six weeks in 55 markets. Early fringe, fringe and weekend times. Agency: William Esty & Co., New York. Target: women, 25-49; total children.

**American Home Products** □ Jiffy Pop popcorn. Begins this week for about eight weeks in over 10 markets. All day parts. Agency: John F. Murray, New York. Target: women, 18-49.

**Jordache** □ Jeans. Begins this week for six weeks in 22 markets. Fringe, prime and news times. Agency: Winner Communications, New York. Target: adults, 18-34.

**Hartz Mountain Corp.** □ Various pet products. Begins in March for various flights in about 50 markets. Early fringe, fringe, news, prime access and weekends. Agency: Cooper Square Advertising, Harrison, N.J. Target: total adults.

**Kraft** □ Various. Begins this week for 10 weeks in about 130 markets. All day parts. Agency: N.W. Ayer ABH International, New York. Target: women, 18-49; men, 18-49; total children.

**ARCO** □ Corporate. Begins Feb. 16 for eight weeks in 16 markets. Prime, early fringe and late fringe. Agency: Needham, Harper & Steers, Los Angeles. Target: total adults.

**Estee Lauder** □ Beauty dividends. Begins Feb. 13 for two weeks in about 10 markets. All day parts. Agency: A, C&R Advertising Inc., New York. Target: women, 25-64.

**Peter Paul Cadbury** □ York peppermint patties. Begins in mid-January for 12 weeks in about 40 markets. Early fringe times. Agency: Dancer Fitzgerald Sample, New York. Target: total teenagers.

**Noxell Corp.** □ Lestoil. Begins Feb. 9 for nine weeks in over 50 markets. Day, early fringe and fringe times. Agency: Foote, Cone & Belding, New York. Target: women, 18-49.

**Holsum Bakeries** □ Roman Meal bread.



# ***We Must Be Doing Something Right.***



The 10 O'Clock News won seven Golden Mike Awards this year, THE MOST EVER AWARDED ONE STATION. It is the second consecutive year we won best newscast in Los Angeles and we also hold the Emmy for Best News.

Shouldn't you be changing your habits? Join an award winner!



**The 10 O'Clock News**  
**Weeknights KHJ-TV**

**9**

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## AdVantage

**Los Angeles Blues.** Metro TV Sales in New York has formed new sales unit, Blue Group, to represent Metromedia's KTTV(TV) Los Angeles. Account executive Betty Fox has been named sales manager of Blue Group, assisted by account executives Allen Scheuer and Ellen Glantz. William J. Tynan, president of Metro TV Sales, said change was made because "Los Angeles will be the number-one market in the very near future... we are positioning ourselves to service this rich marketplace."

**More television.** Television Bureau of Advertising survey released at National Retail Merchants Association convention in New York last week revealed that retail executives are concerned with increasing cost of advertising, rising costs of borrowing and need to use more television to promote retail establishments. Presenting television's position at convention were (bottom left, l to r): Roger D. Rice, TVB president, and narrator Alexander Scourby, in discussion with Paul Leblang, senior vice president of Saks Fifth Avenue.



**Light touch.** D'Arcy MacManus & Masius/Chicago, agency for Amoco Oil company, unveils new campaign promoting light oils this month (upper right). Premium lead-free gasoline is featured in TV spots in 55 selected markets and in 31 radio markets, plus print ads. Enumerating 14 benefits derived from Amoco gas, commercials emphasize its "winter formula" and that it is "seasonally blended."

Begins this week for 18 weeks in about 10 markets. Agency: Ed Libov & Associates, New York. Target: women, 18-49.

**Duling Optical** ☐ Fashion Frames. Begins Feb. 9 for six weeks in about 10 markets. Agency: Ed Libov & Associates, New York. Target: women, 18-49.

**New York State Bankers Association** ☐ Institutional. Begins Feb. 2 for 10 weeks in about nine New York markets. News, fringe and sports times. Agency: Rosenfeld, Sirowitz & Lawson, New York. Target: adults, 18-49.

**Michelin Tire Corp.** ☐ Tires. Begins March 2 for 19 weeks in over 10 markets. News, fringe and sports times. Agency: Al Paul Lefton, New York. Target: adults, 18-54.

**Realty World** ☐ Real estate. Begins this week for six weeks in 79 markets. Fringe times. Agency: Air Time Inc., New York. Target: adults, 25-64.

**Allergan Pharmaceuticals** ☐ Oxygen plus. Begins in February for varying flights in over 10 markets. Day and news times. Agency: Karmin House Advertising, Irvine, Calif. Target: women, 18-49.

**Sheraton Hotels** ☐ Begins this week for eight weeks in 14 markets. Day, news, late fringe and fringe times. Agency: Creamer/FSR Inc., New York. Target: men, 25-54.

### RADIO ONLY

**Ravarino & Freschi** ☐ Pasta. Begins January-February for two to seven weeks in Louisville, Ky; Nashville; St. Louis; El Paso, Tex.; Denver, and Chicago. Agency: Batz-Hodgson-Neuwoehner Inc., St. Louis. Target: women, 18-44.

### RADIO AND TV

**ADA of Wisconsin** ☐ Milk. Radio and TV campaign begins Jan. 19 for six weeks in Chicago and Wisconsin markets. Morning drive, midday and afternoon drive times for radio and early and late fringe, prime access and prime for TV. Agency: CreatiCom Advertising, Madison, Wis. Target: adults, 18-49.

## RepReport

CFCF(AM)-CFQR-FM Montreal: To Brydson Spot Sales from Adam Young Co.

WLKR-AM-FM Norwalk, Ohio: To Regional Reps Corp. (no previous reps).

WAYY(AM)-WAXX(FM) Eau Claire, Wis.: To Buckley Radio from HR/Stone.

WDBJ-TV Roanoke, Va.: To Harrington, Righter & Parsons from Peters, Griffin, Woodward.

WBNO(FM) Bloomington, Ill.: To Buckley Radio from McGavren-Guild.

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"Trident One is one of the best-balanced, action-adventure, solid family entertainment made-for-television packages ever available"

BROOKE SPECTORSKY

Program Director, KTLA Los Angeles

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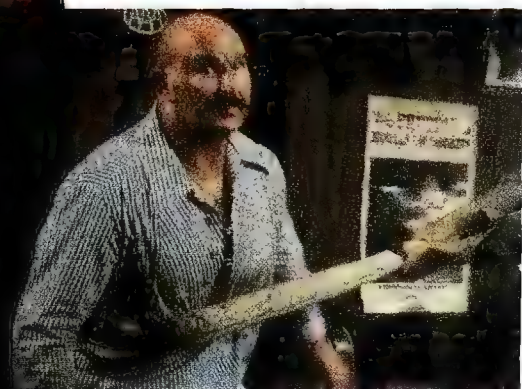
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FALL 1981



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BOXCAR BERTHA	MATILDA
CALIFORNIA DREAMING	MEAN DOG BLUES
C.H.O.M.P.S.	OUR WINNING SEASON
DISASTER ON THE COASTLINER	PORTRAIT OF A STRIPPER
FLATBED ANNIE & SWEETIE PIE:	ROLLING THUNDER
LADY TRUCKERS	SMASHUP ON INTERSTATE 5
FORCE 10 FROM NAVARONE	SQUIRM
HERE COME THE TIGERS	21 HOURS AT MUNICH
	WALKING TALL, FINAL CHAPTER

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# WESTWOOD ONE

1981



## THE DR. DEMENTO SHOW

A proven prescription for hit radio! Two hours weekly of delightful "dementia" with the master impresario of comedy and novelty recordings. The Doctor's own hit parade, featuring such stalwarts as Barnes & Barnes, Al Yankovic, and Monty Python, is selected from his personal library of more than 150,000 rare and wondrous items. And "The Dr. Demento Show" is a prime-time winner on such stations as KMET, WLUP, WAVA, KYYS, and more than 150 other top rockers.

## LIVE FROM GILLEY'S

That's live and direct from Pasadena, Texas, as host Jim Duncan presents a brand new weekly concert series, 60 minutes of top country talent performing at the biggest nightclub in the world! Already airing on over 250 of the country's finest country music stations.

## OFF THE RECORD WITH MARY TURNER

Rock radio's premier interview feature, airing ten times weekly for two-and-a-half power-packed minutes, Mary Turner talks to The Stones, Bruce Springsteen, Ted Nugent, David Bowie, Queen, and dozens of other top artists... and you can listen on stations like WNEW-FM, KMET, WMET, WMMR, KZEW, WWWW, WWDC-FM, WINZ-FM, WLPX, and WCOZ.

## OFF THE RECORD SPECIALS

If 150 seconds is great, then 120 minutes is fantastic! These two-hour super-specials are hosted by Mary Turner and feature her exclusive, in-depth interviews with superstars like Supertramp, The Rolling Stones, Bob Seger, and Steely Dan. Airing regularly on 250+ stations.

## STAR TRAK

Get the "inside trak" on today's rock news... ten times a week! The stars tell the stories behind the scenes to host Lynne Thomas in this series of revealing, 2½-minute features, now in its fourth year of national syndication on Top 40 and A.C. radio stations everywhere.

## SPECIAL EDITION

Indisputably, Black radio's finest hour. Each week, host Sid McCoy takes an inside look at the lives and the music of America's top entertainers, stellar artists such as Stevie Wonder, The Commodores, George Benson, and Earth, Wind and Fire. It's a loving, lively journey through the past, present, and future of America's own Black music.

## SHOOTIN' THE BREEZE

Black radio's finest 2½ minutes! Ten times each week, Jackie McCauley interviews the superstars of today's black music on stations like KDAY, WGCI, WVEE, WJLB, KKDA, KYOK, KDIA, WHUR, and WAMO!

## THE GREAT AMERICAN RADIO SHOW

This two-hour weekly countdown of Radio & Records top 20 albums also features interviews with many of the week's charted artists. Hosted by air personality and R&R AOR Editor Jeff Gelb, "The Great American Radio Show" now airs on more than 150 top stations.

## ACE AND FRIENDS

Ace Young, news director at KMET, covers the unconventional in a weekly series of ten 3½-minute features. News stories that are guaranteed to involve, inform, and entertain the listener—particularly if that listener is in the 18-34 demographic target audience!

## SPACES AND PLACES

Each week, in a ten-part series of 2½-minute news and public affairs features, host David Perry takes a clear, hard look at some aspect of life in the 80's, exploring the people, the places, the problems of today's world. Relevant, stimulating, and guaranteed to keep the audience tuned in... on more than 150 U.S. radio stations!

# NEW FOR THE NEW YEAR

## THE ROCK YEARS: PORTRAIT OF AN ERA

A spectacular 48-hour special that recalls the times that changed our lives, a year-by-year review of the music and the events of 1965 through 1980. One of the most challenging radio programs ever produced, "The Rock Years" can be run (and run again!) in self-contained, three-hour blocks or as a continuous weekend extravaganza. Created by Bert Kleinman and Jeff Pollack and hosted by David Perry, this landmark production has already been purchased by WNEW-FM, KMET, WMMR, WMET, KZEW, WSAI-FM, and WAVA for airing in the spring of 81.

## THE CONCERT OF THE MONTH

Designed especially for Black radio, this new program premieres in February with a sparkling line-up of top Black entertainers. Recorded live, this one-hour monthly concert series features the complete performances of artists like War, The Pointer Sisters, Dionne Warwick, The Crusaders, Maze, and many more.

## TELLIN' IT LIKE IT WAS

A 2½-minute spotlight on the most memorable moments in Black American history. Ten times each week, this brand new feature takes an unflinching look at those events, both great and small, that have gone into the making of Black history. You'll never know why it is... unless you know how it was.

## DAYBOOK WITH BRAD MESSER

Every day is a special day for someone, somewhere, and now, every day, R&R columnist and acclaimed newscaster Brad Messer will spend three minutes telling us why. A witty, entertaining reflection on those events, past and present, that distinguish one day from another.

## AND THERE'S MORE TO COME... LISTEN FOR US!

**WESTWOOD  
ONE**

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**AMERICA'S NUMBER ONE PRODUCER OF  
NATIONALLY SPONSORED RADIO PROGRAMS**



# Monday Memo®

A broadcast advertising commentary from George Lyon, chairman, Grey, Conahay & Lyon, New York

## Using TV to build brand recognition

Television's impact on what people buy, and on what retailers stock, promote and sell never ceases to amaze me as a consumer, even when I help orchestrate those very situations as an advertising professional.

You can debate the merits of TV programming from here to eternity. The bottom line is still the same: Television is America's great home entertainer, relaxer, unwinder, sometime educator—and, yes, super sales medium.

I don't mean to imply that using television is an automatic guarantee of a brand's sales success. Obviously competitive products are on view simultaneously. Those that pull ahead combine the right "brand character" in their creative campaigns, as we term it within the Grey Advertising family, plus astute TV media buys, to make the most favorable impact on consumers.

A distinctive, appealing and enduring brand character is the difference between advertising that is great and advertising that is ordinary. It is recognizable from campaign to campaign and over the years. Think of a brand as a person; character distinguishes that person from anyone else regardless of clothes, style, location, age.

What the brand is and does is only part of that character. Who the brand is goes beyond strategic positioning, combines with it, to establish a recognizable and appealing image to consumers. You can do this creatively in print or broadcast media. We opted for television for our Borden's client in two instances, with outstanding results.

Two of the most successful brands in America took off in the 70's, and television is due a lot of credit for their success. Borden Chemical's Consumer Product Division (CPD) markets the Elmer's line of adhesives and the Krylon line of decorator paints and spray coatings.

While Krylon and Elmer's seem fairly typical do-it-yourself packaged goods on the surface, they are sold in many more channels of distribution than many consumer products. Both are available in supermarkets, hardware stores, mass merchandisers, home improvement centers plus variety and drug chains.

Chains stock and display the products they know to be their customer's first choice to maximize sales return per square foot. They know about television reach and frequency and ask about a product's gross rating point level before they stock. In today's atmosphere unless a brand is number one or number two, it will soon find it difficult to earn a profit.



A native New Yorker, George Lyon began in consumer goods sales in 1939 with Sterling Drug on Bayer aspirin. In 1947 he joined Fuller & Smith & Ross in media. During his 19 years with FRS, he was in media, account management, creative and was manager of operations in 1965 when he formed Conahay & Lyon Inc. Its principal clients included Borden and IBM corporate TV advertising. In 1980, Grey and Conahay & Lyon Inc. merged to form Grey, Conahay & Lyon Advertising where Lyon is chairman of the board.

Both Borden Chemical and Grey, Conahay & Lyon felt this trend coming in the early 70's and did something about it. They converted Elmer's and Krylon from "push" brands to "pull" brands and used network television as their vehicle.

Conceptually, it was hard to grapple creatively and financially with products that had over 100 items in each line. We had to think big and basic.

The consumer adhesives market is almost \$100 million in factory sales, and today Elmer's is the dominant factor with about a 40 share. Seven out of 10 consumers named Elmer's as the number-one glue on an unaided recall basis. This strong position was achieved because Elmer's invested heavily in network television as almost its sole advertising with its now-famous demonstrations of strength.

Remember the commercial where two planks were glued together and a diver jumped up and down? The planks held because "Elmer's is stronger than the wood itself." This was followed by acrobats leaping into a hammock secured only with Elmer's. Later, two bulldozers pulled two heavy beams apart. The wood broke, not the glue line. Not long ago in a TV spot a Japanese karate master attempted to split the glue line and could not.

These memorable creative approaches coupled with the power of network TV cre-

ated a dominant share of mind, almost a charisma, for the Elmer's name. Today this enables Elmer's to market its new super-glue entry, "Elmer's WonderBond Plus," under the theme, "Stick with a name you can trust," and achieve a leading share despite not being the initiator in the product category. Over 200,000 retailers carry Elmer's because "it's America's favorite glue" thanks to network TV and brilliant teamwork between a client and its agency.

In the early 1970's, Krylon was one brand among 100-plus in the spray coating market. Spray coatings include paint, primers and clear sprays in aerosol cans. The size of the market was well over \$100 million. At that time all those brands were sold primarily via promotions, deals and price. Only one brand had any consumer image, and that was Rustoleum, which had built a rust-prevention image because of years in the market in cans and buckets.

In 1973, Borden Chemical and Grey, Conahay & Lyon set up a series of test cities and used television at the \$2-million-plus level to determine whether a potential consumer could be educated to a brand preference. Was advertising viable for a product that's infrequently purchased? Further, once it was established that brand preference was possible, could this be merchandised to the trade to gain adequate distribution and support high advertising expenses?

These test results were favorable, and in 1974 the rollout began in the South and Southwest. In 1975, the concept was extended nationally via network TV.

Krylon was a competitively superior product, and Grey, Conahay & Lyon translated its quick-dry formula into a simple consumer benefit. Krylon does not run or drip as much as other leading spray paints. So the user could get a smoother, more professional finish.

This was dramatized for TV by a side-by-side demonstration against Rustoleum. Later in 1978, the benefit was further dramatized by employing Johnny Bench, the Cincinnati Reds baseball star, as the narrator, using a memorable line, "See, no runs, no drips, no errors."

The result of this advertising plan is that Krylon sales have doubled in the past five years. Today Krylon is the number-one consumer spray paint with approximately 15% of the market, followed by Rustoleum with about 14%. No other brand has more than a 2% share.

The teamwork between Borden Chemical and Grey, Conahay & Lyon is proof that when dramatic creative approaches are combined with an adequate level of television, an entire product category can be turned around and two of America's leading brands created.



# WONDER WOMAN



## A SHOW OF STRENGTH!

### WONDER WOMAN INCREASES TIME PERIOD PERFORMANCE

Market		Time Period	Wonder Woman Rating Increase	18-49 Adult Increase
KTLA	Los Angeles	M-F, 6-7 PM	+25%	+2%
WKBS-TV	Philadelphia	M-F, 6-7 PM	+67%	+32%
WPGH-TV	Pittsburgh	Sat., 6-7 PM	+67%	+40%
KHTV	Houston	M-F, 6-7 PM	+125%	+77%
WZTV	Nashville	M-F, 4-5 PM	+200%	+200%
WBTV	Charlotte	M-F, 5-6 PM	+27%	+46%
WPTF-TV	Raleigh-Durham	M-F, 4-5 PM	+150%	+220%
KTVX	Salt Lake City	Sun., 4-5 PM	+180%	+93%
KZAZ	Tucson	M-F, 6-7 PM	+33%	+125%

### NUMBER ONE IN NEW YORK DURING ITS FIRST TWO WEEKS! (M-F, 5-6 PM)

Source: NSI Wonder Woman Nov. 1980 compared to programming same time period, same station, Nov. 1979.  
New York data based on NSI IA New York 12/22/80-1/2/81. Subject to qualifications which will be supplied on request.

Warner Bros. Television Distribution



A Warner Communications Company



# Datebook®

■ Indicates new or revised listing

## This week

**Jan. 18-20**—*Louisiana Association of Broadcasters* winter convention. Royal Sonesta hotel, New Orleans.

**Jan. 18-21**—*Association of Independent Television Stations* (INTV) eighth annual convention. Century Plaza, Los Angeles.

**Jan. 18-21**—*Ohio Association of Broadcasters* executive conference. Sonesta Beach hotel, Key Biscayne, Fla.

■ **Jan. 19**—*American Women in Radio and Television New York chapter* luncheon. Panel on "Women—Power, Survival, Status, Success." Hotel Warwick, New York.

**Jan. 21-23**—*Colorado Broadcasters Association* annual winter convention. Four Seasons Motor Inn, Colorado Springs.

**Jan. 23-24**—National Federation of Local Cable Programmers mid-Atlantic regional conference. Theme: "Franchising Process." Co-sponsored by city of Baltimore, Baltimore Cable Coalition, Metrovision and United Cable. Enoch Pratt Free Library, Baltimore. Information: Jerry Richter, Berks County Television, 1112 Muhlenberg Street, Reading, Pa., 19602, (215) 374-3065.

**Jan. 24**—*Mississippi Broadcasters Association* mid-winter sales seminar. Sheraton hotel, Jackson, Miss.

**Jan. 25**—Deadline for entries in 49th annual Sigma Delta Chi Distinguished Service Awards contest, sponsored by *Society of Professional Journalists*, Sigma Delta Chi. Information: Society of Professional

Journalists, 35 E. Wacker Drive, Chicago, 60601, (312) 236-6577.

## Also in January

**Jan. 25-28**—Joint convention of *National Religious Broadcasters* and *National Association of Evangelicals*. Sheraton Washington hotel, Washington.

**Jan. 26-27**—WARC '79: Issues and impacts, sponsored by *Institute of Electrical and Electronics Engineers* and *American Institute of Aeronautics and Astronautics*, United Engineering Center, 345 East 47th Street, New York, N.Y. 10017. Speakers: Kalmann Schaefer, foreign affairs adviser to FCC; Stephen Doyle, Office of Technology Assessment, Congress; Howard White, senior vice president, ITT; George Jacobs, P.E., radio engineering consultant; Marvin Robinson, director of outer space division, United Nations; and Richard E. Butler, deputy director, General International Telecommunication Union.

**Jan. 26-27**—*Public Radio in Mid-America* board of directors and membership meeting. King's Airport Inn, St. Louis. Information: Thomas Hunt, Central Michigan University, noncommercial WCMU-FM Mount Pleasant, Mich. 48859, (517) 774-3105.

■ **Jan. 26-27**—*Cable Television Administration*

and *Marketing Society* sales management workshop. Holiday Inn, San Diego. Information: (202) 296-4218.

**Jan. 26-29**—*National Association of Broadcasters* joint board meeting, Scottsdale, Ariz.

**Jan. 27-29**—*South Carolina Broadcasters* winter convention. Carolina Inn, Columbia.

**Jan. 27-29**—36th annual Radio-Television Institute, sponsored by *Georgia Association of Broadcasters* in conjunction with *Henry W. Grady School of Journalism and Mass Communication*. Theme: "Creative Management." Georgia Center for Continuing Education, University of Georgia, Athens.

**Jan. 28**—*American Women in Radio and Television* executive committee meeting. Wilshire Hyatt hotel, Los Angeles.

**Jan. 29**—*Federal Communications Bar Association* seminar on "Tax Considerations in the Sale and Purchase of Communications Properties." National Lawyers Club, Federal Bar Building, third floor, 815 H Street, N.W., Washington.

**Jan. 29-30**—*American Women in Radio and Television* board of directors meeting. Wilshire Hyatt hotel, Los Angeles.

■ **Jan. 29-30**—Conference on Information and Telecommunications Services: "Business Strategies for the '80's." Sponsored by *Executive Enterprises Inc.*

## Major Meetings

**Jan. 18-21**—*Association of Independent Television Stations* (INTV) eighth annual convention. Century Plaza, Los Angeles. Future conventions: Feb. 7-10, 1982, Shoreham hotel, Washington; Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

**Jan. 25-28**—Joint convention of *National Religious Broadcasters* and *National Association of Evangelicals*. Sheraton Washington hotel, Washington.

**March 13-18**—*National Association of Television Program Executives* 18th annual conference. New York Hilton and Sheraton Centre. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

**April 12-15**—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

**April 24-30**—17th annual *MIP-TV* international TV program market. Palais Des Festivals, Cannes, France.

**May 3-7**—*National Public Radio* annual conference. Phoenix. Future conference: Washington, April 18-22, 1982.

**May 4-7**—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 5-9**—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

**May 10-13**—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 17-19**—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 29-June 3**—*National Cable Television Association* annual convention. Los Angeles. Future conventions: May 2-5, 1982, Las Vegas; June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas; and May 15-18, 1988, Las Vegas.

**May 30-June 4**—12th *Montreux International Television Symposium and Technical Exhibition*.

Montreux, Switzerland. Information: Press officer, Swiss PTT, Viktoriast. 21, CH-3030, Berne, Switzerland.

**June 4-6**—*Associated Press Broadcasters* annual convention. Washington Hilton.

**June 6-10**—*American Advertising Federation* national convention. Hyatt Regency hotel, Washington.

**June 10-14**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

**Aug. 16-19**—*National Association of Broadcasters* annual radio programming conference. Hyatt Regency, Chicago.

**Sept. 10-12**—*Radio-Television News Directors Association* international conference. Marriott, New Orleans. Future conventions: Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 21-23, 1983, Orlando, Fla.; and Dec. 3-5, 1984, San Antonio, Tex.

**Sept. 20-23**—*National Radio Broadcasters Association* annual convention. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

**Sept. 20-23**—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

**Oct. 25-30**—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

**Nov. 9**—*Region 2* conference on AM broadcasting begins. Tentatively set to run for six weeks. Rio de Janeiro.

**Nov. 9-11**—*Television Bureau of Advertising* 27th annual meeting. Fontainebleau Hilton, Miami.

**Nov. 11-14**—*Society of Professional Journalists*, Sigma Delta Chi national convention. Washington.

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15 YEARS OF RADIO & TV  
BROKERAGE & APPRAISAL EX-  
PERIENCE — MORE THAN 100  
TRANSACTIONS — MANAGE-  
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# WE RE-INVENTED THE BROADCAST WIRE.

In 1979, we literally re-invented the broadcast wire. We examined your needs and started from scratch to create the most comprehensive package of broadcast services in the industry.

## **The AP Radio Wire is like a programming machine.**

The AP Radio Wire works harder for you, because it's 100% ready to air—the latest news, information, and bulletins; everything as it happens.

Our hourly news summaries provide three minutes of fully scripted news programming, not just separate stories. Plus, we've developed a strong package of regular features that will fit any format. And, they're programmed on a regular schedule, giving you the added opportunity of strip programming with sponsorship potential.

The AP Radio Wire delivers ready-to-air, ready-to-sell news and programming that gives you a competitive edge in attracting listeners and advertisers.

## **The only wire service designed exclusively for TV.**

The AP TV Wire is a high-speed (1200wpm) source wire specially designed to fit television's need for in-depth background on today's news—



the vital data critical to the development of high-rated newscasts.

But, AP TV Wire is more than just a news source. Fully one-third of it is designed for story and feature programming—ready to strip into your noon shows, AM shows, or other local programming. And, adding AP PhotoColor and AP LaserPhoto can make AP TV Wire even more useful and effective.

## **The flexibility to meet your needs.**

Whichever AP service is best

for you, you'll get the most flexible, useable news and programming available. 24-hours-a-day, every day, the AP provides fast, accurate, objective news from around the nation and the world, plus more depth of coverage by region and state than is available anywhere else.

We've re-invented the broadcast wire to help you strengthen your product, build ratings, and be more saleable.

Associated Press Broadcast Services, 50 Rockefeller Plaza, New York, N.Y. 10020  
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Associated Press Broadcast Services: AP Radio Wire AP TV Wire AP Radio Network AP Newscable AP PhotoColor AP LaserPhoto



# ***IN NOV SOMETHIN IN THE TV***





# EMBER, G CLICKED IN CITIES.

Not only did we lead the Twin Cities, we ranked nationally as the most dominant television station in a major market.\*

We are the Twin Cities number one source for news, weather, and sports at 5, 6 and 10 PM.

We view that fact as more than just an honor. We consider it an obligation and a challenge to continue to improve; to continue to give our viewers more and better programming.

**WCCO-TV, MINNEAPOLIS-ST. PAUL.  
THE MOST DOMINANT LOCAL  
STATION IN A MAJOR MARKET.**



A CBS AFFILIATE.  REPRESENTED BY TELEREP.

\*TOP 15 ADI MARKETS. 4 OR MORE VHF STATIONS. SIGN ON TO SIGN OFF, NOVEMBER ARBITRON 1980.  
ESTIMATES SUBJECT TO LIMITATION.



BROADCAST GROUPS	NET WEEKLY CIRCULATION
<b>1. ABC-TV</b>	<b>16,452,000</b>
<b>2. CBS-TV</b>	<b>16,286,000</b>
<b>3. METROMEDIA-TV</b>	<b>15,506,000</b>
<b>4. NBC-TV</b>	<b>15,487,000</b>

## **Look at the Top Three again!**

We changed the viewing pattern of American television in July. And we confirmed it in November. Indeed, about one of every five families now watches a Metromedia Television Station.

We're proud of the company we keep.

We're proud to be the number three of all Broadcast Groups (not just the network O & O's).

And we're proud to say we have every intention of moving up from there.

### **Metromedia Television**

New York, Ch. 5, WNEW-TV  
 Los Angeles, Ch. 11, KTTV  
 Washington, D.C., Ch. 5, WTTG  
 Houston, Ch. 26, KRIV-TV

Minneapolis/St. Paul, Ch. 11, WTCN-TV  
 Kansas City, Ch. 9, KMBC-TV  
 Cincinnati, Ch. 19, WXIX-TV

Represented by Metro TV Sales



Speakers include Anne P. Jones, FCC commissioner; Richard E. Wiley, partner, Kirkland & Ellis, and former FCC chairman; Representative Timothy Wirth (D-Colo.), member of House Communications Subcommittee, and Mary Jo Manning, former chief counsel, Senate Communications Subcommittee. Mayflower hotel, Washington.

**Jan. 30-31**—*Broadcasters Promotion Association* board meeting. Caesars Palace, Las Vegas.

**Jan. 30-Feb. 1**—Television Lighting Workshop sponsored by *National Association of Educational Broadcasters Public Telecommunications Institute* and noncommercial *KLVX(TV) Las Vegas*. Studios of KLVX.

■ **Jan. 31**—New deadline for entries in seventh annual Video and Television Documentary Festival, sponsored by *Global Village*. Information: Irving Vincent, Global Village, 454 E. Broome Street, New York, N.Y. 10013. (212) 966-7526.

**Jan. 31**—Deadline for entries in *National Press Photographers Association* annual television news photography competition. Sponsors are NPPA, Department of Journalism and Telecommunications at Arizona State University, Eastman Kodak Co. and Cinema Products Corp. Information: Sheila Keyes, NPPA, 23918 Via Copeta, Valencia, Calif. 91355 (805) 259-1136.

**Jan. 31-Feb. 3**—*Radio Advertising Bureau's* first sales management conference, for radio station managers and sales managers. Keynote speaker: Sam Cooke Digges, retiring president, CBS Radio. Amfac hotel, Dallas.

## February

**Feb. 1**—Deadline for entries in Achievement in Children's Television Awards, presented by *Action for Children's Television*. Information: ACT, 46 Austin Street, Newtonville, Mass., 02160, (617) 527-7870.

**Feb. 2**—Deadline for receipt of entries in *American Bar Association* Gavel Awards competition. Program recognizes media contribution "to public understanding of the American legal and judicial system." Address: American Bar Association, Committee on Gavel Awards, 77 South Wacker Drive, sixth floor, Chicago, Ill., 60606.

**Feb. 3**—*Broadcasters Foundation Inc.* Mike Award dinner. Hotel Pierre, New York.

■ **Feb. 3**—*Cable Television Administration and Marketing Society* Southwest regional seminar. San Antonio, Tex. Convention Center. Information: (202) 296-4218.

**Feb. 4-6**—*Texas Cable TV Association* annual convention and trade show. San Antonio Convention Center.

**Feb. 4-9**—*International Radio and Television Society* faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

**Feb. 6**—Deadline for submission of entries for *Overseas Press Club* 1981 awards competition. Presentation of prizes will be made at annual awards dinner at Waldorf Astoria hotel, New York, April 29. Information: OPC Office, 52 East 41st Street, New York, N.Y. 10017. (212) 679-9650.

■ **Feb. 6**—Deadline for entries for annual *Corporation for Public Broadcasting* Program Awards for Radio. Information: CPB, Radio Program Awards, 1111 16th Street, N.W., Washington, D.C., 20036.

**Feb. 6-7**—*Society of Motion Picture and Television Engineers* annual television conference. St. Francis hotel, San Francisco.

■ **Feb. 6-10**—*CBS Radio* affiliates board meeting. Royal Biscayne, Key Biscayne, Fla.

**Feb. 7**—*Florida Association of Broadcasters* mid-winter conference. Jupiter Beach Hilton, north of Palm Beach, Fla.

**Feb. 8**—New deadline for reply comments on FCC's cable-broadcast crossownership proceeding (Doc. 20423). FCC, Washington.

■ **Feb. 10**—*West Virginia Broadcasters Association* sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

**Feb. 10-11**—*Wisconsin Broadcasters Association* annual winter meeting. Concourse hotel, Madison, Wis.

**Feb. 10-11**—*Arizona Cable Television Association* annual meeting. Adams hotel, Phoenix.

**Feb. 12**—*Southern Baptist Radio and Television Commission's* 12th annual Abe Lincoln Awards. Tarrant County Convention Center, Fort Worth.

**Feb. 12**—*Maryland-District of Columbia-Delaware Broadcasters Association* annual legislative reception for members of Maryland legislature and Maryland Governor Harry Hughes' staff. Harbour House, Annapolis, Md.

**Feb. 12-16**—*Howard University's* 10th annual communications conference. Theme: "The Impact of Communications on the Family: Responsibilities and Strategies." Main campus, Howard University, Washington.

**Feb. 13**—Deadline for entries for Broadcast Preceptor Award and Broadcast Media Award, to be presented during 30th annual Broadcast Industry Conference at *San Francisco State University* April 28-May 2.

**Feb. 15**—Deadline for Clarion Awards sponsored by *Women in Communications*. Address: Box 9561, Austin, Tex., 78766.

■ **Feb. 15-20**—*National Association of Broadcasters* engineering management development seminar. Purdue University, West Lafayette, Ind.

**Feb. 17**—*International Radio and Television Society* newsmaker luncheon. Speakers: B. Donald Grant, CBS Entertainment president; Brandon Tartikoff, NBC Entertainment president, and Anthony Thomopoulos, ABC Entertainment president. Waldorf-Astoria hotel, New York.

■ **Feb. 17-18**—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

**Feb. 17-19**—*Electronic Industries Association/Industrial Relations Council* 28th annual conference. Theme: "Human Resources: Our Vital Link to the Future." Canyon hotel, Palm Springs, Calif.

**Feb. 19**—*Federal Communications Bar Association* luncheon. Speaker. Thomas Wheeler, president, Na-

tional Cable Television Association. Touchdown Club, Washington.

**Feb. 19-22**—*National Association of Black-Owned Broadcasters* third annual winter conference. Hilton Inn, Clearwater Beach, Fla.

**Feb. 20-21**—*University of California School of Law* communications law symposium on regulation and deregulation of new video technologies, Bonaventure hotel, Los Angeles.

**Feb. 20-22**—San Diego conference on "Culture and Communication," hosted by *College of Professional Studies and Fine Arts at San Diego State University*. Hotel San Diego.

**Feb. 23-25**—*Advertising Research Foundation* 27th annual conference and research exposition. New York Hilton.

■ **Feb. 24**—*American Women in Radio and Television* congressional reception. Master of ceremonies, Willard Scott, NBC-TV's *Today* program. Cannon House Office Building, Caucus Room 345, 6-8 p.m., Washington.

**Feb. 25**—Deadline for entries for annual Commendation awards presented by *American Women in Radio and Television*. Information: Joan Berlin, AWRT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036, (202) 296-0009.

**Feb. 25**—*Association of National Advertisers* television workshop. Luncheon speaker: Walter Cronkite, CBS News. Plaza hotel, New York.

**Feb. 26**—*Association of National Advertisers* media workshop. Luncheon speaker: Katharine Graham, chairman, *Washington Post*. Plaza hotel, New York.

■ **Feb. 26**—10th annual *Mass Communications Hall of Fame* presentation. Induction of Gordon B. McLendon during luncheon at Texas Tech University, Lubbock, Tex.

**Feb. 27-28**—"Law and Television of the 1980's," sponsored by the *New York University School of Law*, 25 West Fourth Street, New York, 10012. Panelists include Charles Ferris, FCC chairman; Henry Geller, head of National Telecommunications and Information

# ASK ONE WHO OWNS ONE.

"There is no fat in Trident One. I have a place for every one of these pictures and a couple of them are 'evergreen' which should play indefinitely."

JOE DOUGHLIN

Executive Vice President & General Manager,  
WVTV-Milwaukee

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Malibu, California 90265  
(213) 457-5833

Murray Oken, Vice President, Domestic Sales  
Jim Kraus, Director, Syndicated Sales



"In pro hockey, the  
New York Rangers  
just took the lead  
over..."

"I said I'd knock him  
out in the fifth (puff,  
puff) and I did it!"

"As for the *real* reason  
the franchise is being  
sold..."

"With three minutes,  
42 seconds left in the  
game at the Kingdome  
the Seahawks have  
just scored..."





# NOW! SPORTS FROM SPACE. FOR YOUR RADIO STATION.

## EXCLUSIVELY!

5 minute updates every half hour.  
Hour after hour. Behind-scenes features.  
Personalities. All-night talk show. Inside stuff.  
All via Westar III satellite.

Now you've got a powerful new weapon in the ratings and profits war, a space weapon called Enterprise Radio, The Sports Network.



Enterprise Radio serves your listeners a feast of sports programming you just couldn't get before. With satellite speed and high professionalism. We've recruited some of the best sports minds in the U.S. and Canada for a first team that knows where the stories are, how to get them, and how to deliver them for maximum impact.

And we've packaged it all in segments

that are easy to buy, easy to program, and easy to build audience with.

Right now radio stations like yours are joining our team daily. In Dallas and Detroit. Trenton and Toledo. And as the list grows, the list of markets still open keeps on shrinking.

So don't delay. For further information, call George Davies, Michael David, or Joe Rizza at Enterprise Radio and get in on the ground floor.

### ENTERPRISE RADIO. THE SPORTS NETWORK.

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AKRON, OH WHIO AM ALBANY, NY WOKO AM BUFFALO, NY WYSL AM CLEVELAND, OH WBGG AM DALLAS, TX KLIF AM DETROIT, MI WNIC AM HARRISBURG, PA W2IX AM  
HONOLULU, HI KHVH AM HOUSTON, TX KIRK FM INDIANAPOLIS, IN WNDL AM KANSAS CITY, MO KHEA AM KNOXVILLE, TN WHEL AM WMZ FM MEMPHIS, TN WDIA AM WQUD FM  
MILWAUKEE, WI WTMJ AM MONTEREY, CA KOCN AM NASHVILLE, TN WKDA AM NEW ORLEANS, LA WGSO AM NEW YORK, NY WAKL AM WKHK FM NORFOLK, VA WNIS AM PITTSBURGH, PA WWSW AM  
PROVIDENCE, RI WEAH AM ROCKY HILL, CT WYAY AM SALT LAKE CITY, UT KWMS AM SAN FRANCISCO, CA KDNA AM TAMPA, FL WFTS AM TOLSON, AZ KTRK AM KNDZ FM WASHINGTON, DC WMZQ FM  
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Administration: Richard Wiley, partner, Kirkland & Ellis, Washington, and former FCC chairman, and Kenneth Cox, Attendance by invitation only.

**Feb. 27-28**—National conference on consumer and cable television, to be sponsored by *National Citizens Committee for Broadcasting* and *National Federation of Local Cable Programers* and partially funded by Federal Trade Commission. Kennedy Center, Washington.

## March

**March 2**—*International Radio and Television Society* anniversary banquet and Gold Medal award, presented to Sam Cooke Digges, retiring president of CBS Radio. Waldorf-Astoria hotel, New York.

■ **March 2-3**—*West Virginia Broadcasters Association* spring meeting (license renewal seminar) Charleston House Holiday Inn, Charleston, W. Va.

■ **March 3**—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Robert E. Lee. Harvard Club, 27 West 44th Street, New York.

**March 3**—*Florida Association of Broadcasters* reception for Florida delegation Florida House, Washington.

■ **March 3-4**—*Cable Television Administration and Marketing Society* advertising conference. New York Hilton. Information: (202) 296-4218

**March 6-7**—*Radio-Television News Directors Association* board meeting. New Orleans Marriott.

■ **March 7**—*Radio-Television News Directors Association* regional meeting. Trinity University, San Antonio, Tex. Information: Jay Solomon, KMOL-TV San Antonio, (512) 226-4251.

■ **March 10-11**—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

**March 12**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York.

**March 13**—Deadline for 1981 *Radio-Television News Directors Association* International Radio and TV Awards. Information: RTNDA, 1735 DeSales Street

N.W., Washington, 20036, (202) 737-8657.

**March 13-14**—*Country Radio* seminar. Hyatt Regency Nashville. For information: (615) 329-4487.

**March 13-18**—*National Association of Television Program Executives* conference. New York Hilton and Sheraton Center.

**March 15-17**—*North Central Cable Television Association* meeting. Holiday Inn Fargo, N.D.

■ **March 16**—Awards for seventh annual Video and Television Documentary Festival, sponsored by *Global Village*, 454 Broome Street, New York, N.Y., 10013. (212) 966-7526.

**March 16-17**—*Society of Cable Television Engineers* annual spring engineering conference. Opryland hotel, Nashville.

**March 19-20**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Fairmont hotel, Denver.

■ **March 19-20**—*Georgia Cable Television Association* annual meeting. Sheraton-Atlanta hotel, Atlanta.

■ **March 21**—*Radio-Television News Directors Association* regional meeting. Lamar University, Beaumont, Tex. Information: Dave Wilson, KJAC-TV Port Arthur, Tex. (713) 985-5557.

**March 22-24**—*International Broadcasters Idea Bank* annual convention. Sebel Town House, Kings Cross, Sydney, Australia.

**March 22-29**—*INPUT '81*, international public television screening conference, Venice, Italy. U.S. representative: Corporation for Public Broadcasting. For information: David Stewart, CPB, 1111 16th Street, N.W., Washington, D.C., (202) 293-6160

**March 23-25**—*Radio-Television News Directors Association* management training seminar conducted by Sterling Institute. O'Hare Marriott, Chicago.

**March 24**—*New York State Broadcasters Association* annual meeting. Essex House, New York.

**March 24-25**—*Ohio Broadcasters* salute to Congress. Hyatt Regency and Four Seasons hotels, Washington.

**March 25**—*New York Women in Communications*

1981 Matrix Awards luncheon. Keynote speaker: Katharine Graham, board chairman, Washington Post Co. Sheraton Center, New York.

**March 26-29**—*Alpha Epsilon Rho*, national honorary broadcasting society, annual convention. Opryland hotel, Nashville.

**March 27-April 5**—11th annual *USA Film Festival* of independent and studio films. Loews Anatole hotel, Dallas. Information: USA Film Festival, P.O. Box 3105, Southern Methodist University, Dallas, Tex., 75275, (214) 692-2979.

**March 28-April 1**—*Illinois-Indiana Cable Television Association* annual convention. Hyatt Regency hotel, Indianapolis.

## April

■ **April 1**—Deadline for receipt of request for proposal bids for cable franchise in Miami.

**April 1-2**—Communications in the 21st Century symposium, sponsored by *The Colgate Darden Graduate School of Business Administration at University of Virginia* in cooperation with Annenberg School of Communications of University of Pennsylvania and University of Southern California. Funding by Philip Morris Inc. Philip Morris Operations Center, Richmond, Va.

■ **April 6-10**—*Community Antenna Television Association* technical seminar. Garland Holiday Inn, Dallas. Information: (305) 562-7847.

**April 8**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York.

**April 12-15**—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center.

**April 14**—Annual *Broadcast Pioneers* breakfast. Las Vegas Hilton, Las Vegas.

**April 15**—New FCC deadline for comments on notice of proposed rulemaking on generic VHF drop-in proceeding (BC Doc. 80-4999). FCC, Washington

**April 15-16**—*Maryland/Delaware Cable Television Association* spring meeting. International hotel, Baltimore-Washington International Airport.

**April 20-21**—*Industrial Television Conference*, sponsored by *Alpha Epsilon Rho*, national honorary broadcasting society. Moore Hall, Central Michigan University, Mount Pleasant, Mich.

**April 23**—*Children's Television Conference*, sponsored by *Alpha Epsilon Rho*, national honorary broadcasting society. Moore Hall, Central Michigan University, Mount Pleasant, Mich.

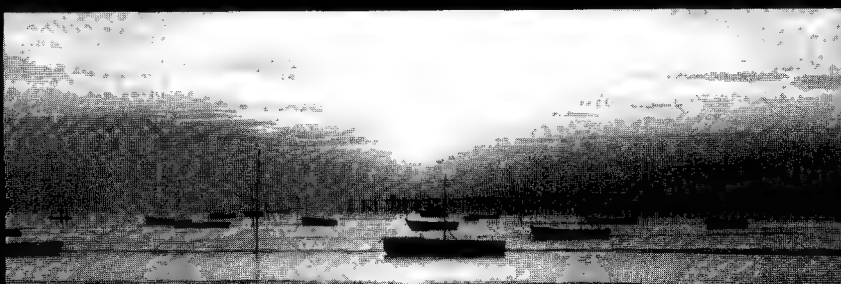
**April 23-24**—*Oklahoma AP Broadcasters* convention. Holiday Inn, Oklahoma City.

**April 24-30**—17th annual *MIP-TV* international TV program market. Palais Des Festivals, Cannes, France.

■ **April 24-May 16**—7th annual Video and Television Documentary Festival screenings. Sponsored by *Global Village*, 454 Broome Street, New York, N.Y., 10013, (212) 966-7526.

**April 25**—Fourth annual Great Lakes Radio Conference, sponsored by *Broadcast and Cinematic Arts Department* and *Alpha Epsilon Rho*, national honorary broadcasting society, Central Michigan University, Mount Pleasant, Mich.

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## Errata

In listing of **top 100 publicly owned companies** in broadcasting and related fields (BROADCASTING, Jan. 5), **Compact Video Systems** should have been ranked 99th. Burbank, Calif., designer of video systems for own use, in 1980 expanded into design and manufacture of systems for sale to others. In four quarters ended July 31, 1980, revenues were \$35,501,000 with net earnings of \$2,482,000. Robert E. Seidenglanz is president and chief executive officer.



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# Open Mike®

## Moving up in Yakima

EDITOR: No one likes to be at the bottom of the list. In your Nov. 24 issue, which reports the FCC's 1979 television income, you mistakenly listed the Yakima, Wash., market as having the lowest dollar per home revenue of \$27.49.

In reality, the Pasco, Wash., market revenues must be added to the Yakima revenues, since the Pasco ADI homes are included in the Yakima ADI. Thus, when comparing it correctly, the figure is \$47.50 per home.—*Dale Hazen, vice president/general manager, KIMA-TV Yakima.*

## Incorrectly stated

EDITOR: Your full-page article (Dec. 22, 1980, page 90) on the SRA Issue Report—"Satellites and Broadcasting Stations: A Guide To Present and Potential Satellite Technology, Uses, Regulation and Economic Impact"—was a timely Christmas greeting to us. Your last words in the first paragraph were "... a report released by

the State Representatives Association."

Oops! SRA, as we know you know, is Station Representatives Association. But thanks just the same and our sincere best wishes to BROADCASTING for continued success in 1981 and the years to come.—*M.S. Kellner, managing director, Station Representatives Association, New York.*

## Old college try

EDITOR: As the agency that sponsored the popular college basketball games for its then client Nedicks, at the old Madison Square Garden, I can tell you that your guest columnist, David Halberstam, was slightly in error in his "Monday Memo" of Nov. 17.

The expression developed into popularity by Marty Glickman—"Good Like Nedicks"—achieved its peak during the heyday of the WHN broadcasts of the college basketball games (not the Knicks) during the late forties which we sponsored entirely. "Those were the days!"—*Max Tendrich, president, Weiss & Geller Inc., New York.*

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TOP OF THE WEEK

## FCC outlook: Fowler leading contender for chairmanship; Lee to get nod in the interim

**Ferris makes his farewell remarks as Republicans get set to take over; official decisions expected shortly**

The Reagan administration last week was moving swiftly to take control of the FCC. Commissioner Robert E. Lee was expected to be appointed interim chairman in the first days, if not hours, of the new administration. More than that, there were reports that Reagan advisers were close to recommending Washington communications attorney Mark Fowler as permanent chairman.

The new administration's intention to name Lee as Reagan's choice to succeed the Democratic incumbent, Charles D. Ferris, was said to be imminent; there were indications an announcement was to have been made last Saturday (Jan. 17).

The decision on Lee would resolve a weeks-long debate among Reagan transition team advisers over the choice of an interim chairman—a debate that at one time seemed likely to result in the recommendation of Commissioner Abbott Washburn. He was the choice of FCC transition team advisers who felt he had earned the selection through vigorous advocacy of the views of the commission's minority.

However, Lee finally prevailed, reportedly because of a decision by transition leaders to ease the burden of selection by simply naming senior Republicans to interim chairmanships where feasible. Reagan transition aides last week were able to point out agencies where that technique would not be feasible. But in Lee's case, there was no solid reason not to name him.

In fact, sentiment strongly favored his selection. He is not only the senior Republican on the agency, he is also its most senior member; he joined the commission on Oct. 6, 1953, and he has said he does not intend to seek another term after his present one expires, on June 30. Lee wanted the job to cap his career.

The interim chairmanship, however is



Fowler



Lee

not expected to last long or to produce any changes in commission direction. Reagan aides are anxious for a takeover by a permanent chairman who will be able to focus on staff and policy matters. Several aides have talked of having a Reagan appointee in office by March.

The decision on 39-year-old Fowler—who has close ties to the Reagan organization—is said to be “a couple of weeks off.” And while the Fowler nomination is not, as one source said, “locked up,” he is at present the odds-on choice.

Fowler served in the transition organization, both as a key member of the FCC transition team and as co-director of the Legal and Administrative Agencies Group, which included the FCC team.

Fowler was already known as a Reagan supporter. Both in 1976, when Reagan lost his bid for the Republican presidential nomination, and during the 1980 campaign, Fowler served as communications counsel for the candidate's campaign organizations. (His communications law firm: Fowler & Meyers.)

The appointment of a permanent chairman early in the Reagan administration—an appointment that gives the Republicans a 4-3 majority—was made possible by the resignation of Democrat Tyrone Brown, effective Jan. 31 (BROADCASTING, Jan. 12). That also makes possible the expected reappointment of Democrat James H. Quello, whose term expired in June but who is well regarded by Reagan transition aides. The assumption is that Quello would be named to the remaining five and a half years of Brown's term and that the new chairman—presumably Fowler—would be named to the term ending in June 1987.

Reagan will have opportunities to make two more appointments in the next six months—after Ferris's expected departure, in mid-April, and Lee's, in July.

As the Republicans prepared to take control of the commission, Ferris signaled his impending departure as chairman in some impromptu farewell remarks at the close of the commission's meeting on Wednesday. He praised the staff for its talent and sense of commitment he said had enabled the commission during his tenure to “cover a lot of ground and chart a lot of new territory.” “The past three and a half years,” he said, had been “the most rewarding, professionally and personally,” of his 25 years in government. And he thanked the fellow commissioners for their “impressive cooperation despite differences with him.” In part, he said, those differences were normal in the relationship between chairman and commissioners. But he suggested, too, that it stemmed from his “great enthusiasm to move policy.”

Lee responded for the commission. “The telecommunications world is better off for your presence,” he said.

See Ferris “Retrospective,” page 37

## Freer at last

**Radio deregulation passed by 6-1 commission vote; nonentertainment guidelines dropped, formal ascertainment out, commercial limits and program logs eliminated**

By 6-to-1 (Tyrone Brown dissenting) the FCC voted thumbs up on radio deregulation last Wednesday (Jan. 14), with its four main ingredients left essentially intact. The action takes effect 30 days after the final report and order is published in the *Federal Register*.

Specifically, the commission:

- Eliminated its nonentertainment pro-

gramming guidelines, currently 8% for AM stations and 6% for FM stations.

- Eliminated its formal ascertainment requirements for new station and renewal applicants as well as for those acquiring stations either through assignment of license or transfer of control.

- Eliminated its commercial limit guidelines, which currently prescribe a maximum of 18 minutes per hour.

- Eliminated the requirement to keep detailed program logs in licensees' public files.

In determining the type of nonentertainment programming a licensee airs, the commission ruled that licensees may take into account "marketplace forces"—i.e., what other radio stations in the same market are offering in the nonentertainment programming area. Most of all, however, licensee decisions in this area must be based on "reasonable grounds" and must be defended if challenged in a petition to deny, said Jeff Baumann, the chief of the FCC's Policy and Rules Division, who presented the deregulation item to the commission.

Regarding ascertainment, Baumann said that a licensee would still be obligated to deal with the needs of its community, using "any reasonable means of determining those needs," and would also be required to defend its method of ascertainment if challenged.

The staff recommended elimination of the guidelines on the basis of studies of commercial practices in radio markets in

four states—Michigan, Ohio, Georgia and Alabama. The studies showed that radio stations' commercial minutes per hour were substantially under the commission's suggested limits and that market forces—not the guidelines—were largely responsible for that general trend. As an example of market forces at work, Baumann noted that many FM stations promote themselves to the public according to the number of commercial-free hours they offer.

Although relieved of the burden of keeping program logs, a licensee must develop and keep in its public file an "issues-programs list," similar to and replacing the current "problems-programs" list. The list is to contain at least five and up to 10 issues of importance facing the community; a written determination of how those issues were arrived at; a brief description of the specific issues the licensees focused on in the last renewal period, and how those issues were treated, including dates, times and durations of programming used in addressing them. Baumann said such a list would enable the public to "ascertain a station's performance" in covering issues of local importance.

Baumann noted that the commission's basic premise in drawing up the radio deregulation item had to be, and was, consistency with the Communications Act. Thus the fairness doctrine—mandating licensee coverage of "controversial issues" within the community—would be retained. Baumann also said the pro-

cedures for petitions to deny and comparative renewal would remain unchanged as the commission is obligated under the Communications Act to issue a license only after determining that to do so would be in the public interest.

Baumann rebutted what he called sharp criticism from some groups who claimed the commission, by initiating radio deregulation, was "abandoning the public interest standard" and replacing it with a marketplace standard. He said that was not the case and that the commission was simply "refocusing" the public interest standard in terms of the current radio marketplace. Baumann said the commission's adoption of the item represents a significant step in the recognition of how radio operates in the current market, and that deregulation would create a "more responsive and much more effective radio market."

Ironically, one of the first of the incumbent commissioners to speak out in favor of radio deregulation—Tyrone Brown—was the lone dissenter to last week's decision to go ahead with it. In 1978 Brown urged elimination of the commission's commercial time limits and ascertainment requirements and said that the nonentertainment guidelines "do not make much sense" as they are applied (BROADCASTING, Dec. 11, 1978).

At that time he also said that he would require radio stations to program a fixed percentage of local nonentertainment programming related to the community's

## InBrief

In response to petition by National Association of Broadcasters, **FCC has extended deadline for next low-power television and translator cut-off list from Jan. 16 to Feb. 17.** NAB said review was "legally compelled" in order to give networks and full-service broadcasters—which had been precluded from filing low-power applications until commission revised interim processing procedures just two weeks ago—opportunity to apply. Meanwhile, Sears-backed Neighborhood TV Co. has asked commission to review its decision limiting number of interim low-power television and translator grants to 15. Neighborhood has applied for 140 translators to rebroadcast signal of KUSK-TV Prescott, Ariz. Also, Corporation for Public Broadcasting has asked commission to stay Jan. 8 revision of interim processing rules for low-power so that CPB can appeal in effort to force commission to reserve some low-power channels for noncommercial use.

**Two more applicants enter low-power TV fray in big way—Buford Television Inc. and Turner Broadcasting System.** Buford, licensee of Cincinnati, STV, WBTI-TV, is filing approximately 100 low-power applications to rebroadcast that station. Average cost per low-power station—\$117,000 plus \$1.25 million for satellite uplink and transponder time for approximate total of \$13 million. TBS has filed applications for low-power stations in 25 cities at approximate cost of \$183,000 per station. Spokesman for Turner said programming would be "similar" to that on Turner's Cable News Network, consisting of "free, advertising-supported, full-service, full-time information and public affairs." Programming will be produced at TBS's Atlanta headquarters and other locations, "utilizing the services of WTBS-TV, CNN" and other facilities.

**TV viewing in 1980 reached all-time high** of six hours 36 minutes per TV household per day, eight minutes per day more than record set in 1979, Television Bureau of Advertising reported last week, based on A.C.

Nielsen Co. data. Viewing in November and December topped seven hours, first time for those months, with November's put at seven hours, two minutes and December's at three minutes more. Ten of 1980's 12 months set new records for those months; only January failed (by three minutes) to do so (September tied previous record).

**Senate Commerce Committee** has hired two permanent, one temporary staff members to concentrate on communications issue. Full-timers are **Riley Temple**, senior counsel, RCA Global Communications, who replaces Ray Strassburger (who has been named Washington lobbyist for Times Mirror Co.), and **Christopher Coursen**, lawyer with Washington communications law firm, Dempsey & Koplovitz. Temple, also former counsel to Senate Government Affairs Committee, begins work today (Jan. 19). Reagan transition team member Strassburger recruited Coursen, who also did some work for team. Third member is **William Beebout**, journalist on leave from Salem, Ore., *Statesman-Journal*, who will spend next three or four months compiling report on fairness doctrine and equal time laws. Both committee Chairman Bob Packwood (R-Ore.) and Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) have expressed interest in repealing fairness doctrine this year.

**ABC-TV last week claimed highest level of women 18-49 in daytime audience history** during 1980, with 3,770,000 per average minute (up 14% from 1979) and approaching combined total for CBS-TV (2,290,000, down 5%) and NBC-TV (1,640,000, down 2%). In that demographic, ABC said it won every half-hour of network competition. In overall daytime ratings, network gave following ranking: ABC 7.9 rating, 29 share, CBS 6.8/26, NBC 4.8/19. In 1980 early-evening news race, ABC figures showed ratings tie for itself and NBC at 11.9, with NBC slightly ahead in share: 24 to 23. CBS led with 14.0/27.

With asking price at \$275,000 for 30-second spot, **NBC has sold out** next Sunday's (Jan. 25) **Super Bowl**; major advertisers among 17 to buy time are Coca-Cola (through McCann-Erickson); Chrysler (BBDO),



needs.

Of late, Brown had given up trying to persuade the commission on the fixed percentage requirement but insisted that local issues could be addressed adequately only through local programing. The commission was not to be persuaded, however, and adopted the item as it stood—which, as interpreted by Richard Shiben, the commission's Broadcast Bureau chief, means that, "the issues have to be local [but that] is not to say that the only way to serve a local outlet is through local programing."

In the end Brown felt compelled to dissent because of the local programing issue, saying that communities "have to have an outlet for the expression of views locally," and that treating local issues without locally produced programing was simply inadequate.

An aspect of the decision that troubled both Commissioners Abbott Washburn and Joseph Fogarty was the notion that broadcasters could choose issues of community interest based on what other licensees in the market are doing to fulfill that requirement. The effect of this, it was generally agreed, was to allow a broadcaster to "specialize"—that is, to choose only issues of importance to his target audience. Conceivably, under the new plan, communities may not be served totally by any one station but collectively by all the stations there.

Washburn said that dealing with issues of public concern in that fashion is a "judgmental thing that can be

challenged—licenses are going to hinge on it... it's a mushy area. What if a licensee is challenged?" he asked, wondering what the commission would do "if a group comes in and says, 'The broadcaster is wrong, nobody is paying attention to us.' I'm at a loss as to how the commission would act in a situation like that," he said.

Brown responded, "I think the message has gotten out that the licensee is to keep the door open to the entire community in making programing decisions," and that it is "not necessary for this agency to prescribe exact procedure for doing so."

Shiben added, "The item is not intended to change the existing policy but rather the method of carrying it out." Fogarty said, "I don't know whether it will work or not but I'm willing to take a chance. One of the pitfalls," he noted, "is allowing stations to specialize—minority groups will fall through the cracks." He suggested that "one or two" of the issues on the issues-programs list "be devoted to issues of general interest to the community." He also wanted some kind of "monitoring" of station's entertainment programing, "to give us some idea of whether they are serving the public interest."

Commissioner Anne Jones raised a question about an all-music format—to the total exclusion of nonentertainment programing—but was assured by the staff that exclusion was "ruled out."

Jones also questioned the need for any documentation of programing, referring to

the issues-programs list. "Why not go all the way?" she asked, indicating her preference for a scheme in which the licensee would have total discretion over the type of program records to be kept, noting that it would have to prove its programing proposal was reasonably arrived at if challenged.

Brown: "Community groups have a right to know what licensees are providing as a basis for discussion."

Jones: "If you're listening to the station, you know what they are providing."

Brown: "But most people don't listen to most stations most of the time. There is no doubt that over the last 10 to 15 years stations have made a great deal of progress in responding to community programing needs. That has come about in large part due to the participation of active community and public interest groups. The issues list will help these organizations determine whether broadcasters are serving their needs," he said.

In light of Jones's suggestion that the commission get out of program-content regulation altogether, FCC General Counsel Robert Bruce suggested the FCC may "want to develop an agenda of issues for Congress to study," including the possibility of limiting the role of the commission to technical questions.

Along those lines, Senator Bob Packwood (R-Ore.)—in a letter to Chairman Ferris urging passage of the deregulation item—said, "I remain convinced that ultimately statutory deregulation will be

Exxon (McCaffrey & McCall); Miller Beer (Backer & Spielvogel), and Champion Spark Plugs, N.W. Mutual, Schlitz (all J. Walter Thompson).

**National Collegiate Athletic Association** is considering plan under which its **football television contract and its basketball tournament pact would be given to one TV network** at price considerably higher than under present two-network structure. ABC-TV now pays \$31.5 million annually for football, and NBC-TV, \$9.9 million for basketball. NBC ends its two-year tournament contract with this year's NCAA championship in March and ABC's four-year pact ends in December. NCAA officials meeting in Miami Beach last week were reported to be hopeful that two-pronged pact might be put together in time for 1982.

**Tentative settlement** has been reached in 167-day **strike of American Federation of Musicians against TV and movie producers**. Details were not announced, pending presentation to AFM's 5,000 members prior to voting. Mail balloting is expected to take about 30 days. Musicians were ordered back to work immediately, pending ratification. Producers now face **two other potential work stoppages**: Writers Guild and Directors Guild both have contracts expiring this spring, and both have indicated willingness to strike if key demands are not met.

**CBS-TV** on Feb. 3 will air **half-hour pilot** of *Sign On* series, **produced by Children's Television Workshop** and including comedy, music, news, continuing soap opera and other elements. If it goes to series, CBS says *Sign On* would be first new daily network program for children since launch of *Captain Kangaroo* 25 years ago.

**Cable News Network** has completed installation of **4.5-meter earth station on Capitol grounds**. Earth station, which is tied to closed circuit television system in House office buildings, will enable congressmen to receive all cable programing on Satcom I, but "understanding" is that it will be tuned to CNN most of time. Bulk of cost of earth station and installation (around \$13,000) is being picked up by Turner Broadcasting System, which produces and distributes CNN.

Downlink will probably begin test this Wednesday (Jan. 21) and will be formally turned on next Monday at Hill reception, hosted by Representative Charles Rose (D.-N.C.) and Ted Turner, TBS president and chairman.

At about time **Walter Cronkite** cedes CBS News anchor seat to Dan Rather, Cronkite **will serve as chairman of National Wildlife Week**, March 15-21. He'll be spokesman in series of television and radio public service announcements available for local broadcast stressing need for healthy ocean ecology.

**J. Skelly Wright**, member of U.S. Court of Appeals since 1962, **stepped down as chief judge** last week after turning 70. He had held post since March 28, 1978. Wright will continue to serve as member of 11-member court. He will be succeeded as chief judge by next senior member, **Carl McGowan**, who will become 70 in May.

**Richard Foreman**, VP/programing, ABC Radio Networks, will leave ABC at end of January to open own consulting firm. His first client: Southern Broadcasting's KYND(FM) Pasadena (Houston), Tex., KQYT(FM) Phoenix and WEZI(FM) Memphis. He had been director of beautiful music programing for Southern before moving to ABC three years ago. Company, Richard A. Foreman Associates, will be in Riverside, Conn.

## UpComing

**In Los Angeles:** INTV continues annual convention that opened yesterday and runs through Wednesday at Century Plaza (story page 47). **In Washington:** Reagan inauguration tomorrow (Tuesday) is center stage (story page 36). And National Religious Broadcasters and National Association of Evangelicals expect new President to open their Convocation '81 following Sunday (story page 140). **In San Diego:** Corporation for Public Broadcasting directors meet Wednesday and Thursday at Sheraton-Harbor Island with principal topic to be status of Walter Annenberg's proposed \$150-million contribution for on-air university.

necessary and desirable, because the FCC's decision to deregulate is certain to be litigated." Packwood closed the letter saying, "Whatever the outcome of the commission's proceeding, I plan to continue to work for the early passage of legislation that provides meaningful deregulation for radio broadcasters."

FCC Chairman Charles Ferris was in accord with the staff on the time. "Growth in the broadcast industry will continue," he said, "and indicates a need to reduce behavioral restrictions on it." He described the formal ascertainment requirement as "ossified," while "abolition of the commercial guidelines makes absolute sense." He said the issues-programs list would "encourage dialogue between broadcasters and the communities they serve."

Toward the end of the discussion of the radio deregulation item, Washburn suggested it be put out as a further notice so that the public could "react to it specifically," having only had the opportunity to comment on the proposed rulemaking item which, although essentially the same, had addressed various options that had been deleted from the final report and order.

Commissioner Robert E. Lee, however, expressed the consensus of the commission when he said, "I'd rather put it out and pay more attention to petitions for reconsideration."

Broadcast industry groups were generally pleased with the action although some saw it as only the first step toward desired deregulation. Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, said it was "a significant step" and meant broadcasters, "would have a lot less paperwork while retaining basic responsibilities. As to what listeners hear over the air, there won't be much difference." He called the decision a recognition that "the radio marketplace outdistances regulation—rules and regulations don't have the same impact as programs."

In a prepared statement, Abe Voron, executive vice president of the National Radio Broadcasters Association, called the commission's action a "mixed bag ... While it eliminates some red tape and paperwork, it also seems to add a considerable amount of uncertainty, vagueness and subjectivity. True deregulation can only be achieved through legislation and NRBA will continue its fight to fully and completely deregulate radio through congressional action."

A spokesman for ABC Inc. said the action "is an important first step ... four unnecessary requirements have been eliminated." The spokesman said ABC would like to see the commission adopt a set of objective minimum standards which if voluntarily followed would provide licensees with a legitimate expectation of license renewal.

NBC's initial reaction was similar to ABC's. Richard Verne, NBC Radio president, said, "NBC welcomes the FCC action as a beneficial first step ... in recog-

nizing that today's competitive marketplace best serves the public interest."

Like ABC, however, Verne said NBC would like the commission to spell out in greater detail exactly how it interprets "operation in the public interest."

Public interest groups were generally unhappy with the commission's action.

The Media Access Project—a Washington-based public interest law group—has already appealed the decision (on behalf of the United Church of Christ's Office of Communication) to the U.S. Court of Appeals in Washington, contending the action is in violation of the public interest standard mandated by the Communications Act, as well as the First Amendment. MAP's president, Andrew Schwartzman, said: "This is a sad day for minorities, women, the poor, religious groups and other working people who have relied on the FCC to make sure that radio stations meet the needs of the listeners they serve."

Samuel Simon, president of the National Citizens Committee for Broadcasting, said that group will "wait and see what happens on reconsideration" before going to court. He said the "bright spot" in the proceeding was the "clarity" with which the commissioners emphasized the continuing responsibility of licensees to meet the public interest standard.

"Without objective standards," Simon said, public interest groups will be forced to rely more on "petition to deny strategies as a way of insuring that broadcasters live up to" their public interest obligations.

Pluria Marshall, president of the National Black Media Coalition, said: "We're unhappy [about the decision]. It would be premature to respond to the specifics before they are put out, but the deliberations ... didn't sound good. Ty (Brown's) comment goes to the heart of our concern."

## Going to trial in Houston over cable franchising

**Antitrust suit says city, mayor and operators split up pie in 'backroom' deal**

The circumstances surrounding the cable franchising of Houston over two years ago began to be dredged up in the federal courtroom of Judge Carl O. Bue in that city last week. Opening statements and the first witness were heard in the \$10.5-million, antitrust suit of Affiliated Capital Co. against the city, the mayor and Gulf Coast Cable Television, one of the city's five cable franchises.

According to Stephen Susman, an attorney for Affiliated Capital, the suit alleges the city's award of five franchises in late 1978 "was an antitrust conspiracy among private businessmen to divide up the city territorially" so that no one else

could win a cable franchise and so that they would not outbid each other for the franchises. The suit was filed in July 1979.

In what has become the nation's prime example of so-called "backroom" cable franchising, the fifth largest city in the country awarded cable franchises, with little public comment, to four politically influential local groups—Gulf Coast (250,000 homes), Houston Cable Television (200,000 homes), Houston Community Cablevision (150,000 homes) and Westlake Cable (25,000 homes)—and to MECA Corp., a Storer Broadcasting subsidiary, (125,000 homes). There were only two bidders that did not win franchises: Cablecom-General and Affiliated Capital, the latter headed by Billy Goldberg.

Subsequent to the awards, Warner Amex bought controlling interest in Houston Cable and Storer took over Houston Community. Warner also arranged to buy control of Gulf Coast, but that deal was put in the deep freeze after the Affiliated Capital suit, singling out Gulf Coast, was filed.

Susman said the suit's focus on Gulf Coast was primarily tactical. He said all parties to a conspiracy are liable, but to sue all of them would unnecessarily "muck up" the proceedings with other lawyers. Besides, Susman said, the Gulf Coast franchise encompasses the area that Affiliated has applied for and Gulf Coast is the alleged "chief organizer of the conspiracy."

The damages asked for in the suit are based on the estimated worth of the cable system that Affiliated would have owned had it received and built the franchise it applied for in 1979, a much smaller system than Gulf Coast plans. Susman said Martin Malarkey, a Washington cable consultant, will testify that the hypothetical system is worth \$3.5 million. In antitrust cases, the plaintiff can be awarded treble damages.

The trial got under way last Tuesday as each side presented its opening statement. Alan Levin, an attorney hired by Affiliated in the fall of 1978 to assist it in acquiring a franchise, took the stand for the plaintiff Wednesday morning and, according to Susman, testified that when he "went to apply for a franchise in September 1978 he was told that the pie had already been cut up by the other parties."

The trial recessed early on Thursday after one of the defense attorneys became ill. Susman said the trial will resume tomorrow (Jan. 20) with the cross-examination of Levin. Bob Sadowski, who spent two months as a cable consultant for the city and is now an outspoken critic of how the franchising was conducted, is scheduled to follow Levin.

The franchise process of the city has also been the target of an FBI investigation and a federal grand jury probe. The grand jury is reportedly still active and waiting to see what emerges from the trial.

Clive Runnells, a member of the National Cable Television Association board of directors, and Jack Trotters are principals in Gulf Coast Cable TV.



# Ready for Reagan's day in the TV sun

**Networks, groups and local stations mass their troops in Washington for inaugural week—with a watchful eye over their shoulders at Iran**

The media troops have assembled in Washington for the last big push of the 1980-81 political year—the inauguration of the 40th President of the United States. It would be a major event in its own right, but it will be surrounded by satellite events that seem designed to make Washington the entertainment as well as the political capital of the nation. And the whole thing could be upstaged if American hostages are flying home from Iran early this week, a possibility not far from the minds of network news executives.

One year after reporters and cameramen tramped through the snows of Iowa for the first big political media event of 1980—the caucuses in that state—several thousand broadcast technicians, correspondents, producers and news executives, found snow on the ground in Washington as they prepared to cover the swearing-in, on Tuesday, of Ronald Reagan, who, history will show, lost in Iowa.

The networks, with remote trucks parked on the west lawn of the Capitol and elsewhere in Washington, will provide continuous live coverage from 10 a.m. until 4:30 p.m. The folks at home, as the Presidential Inaugural Committee has said, will have the best seats in the house, in viewing the swearing-in, at noon, at the west front of the Capitol (the first time the ceremony has been held there), the new President's lunch with members of Congress, in the Capitol, and the parade

down Pennsylvania avenue.

The view from broad areas of the west front of the Capitol, now covered with seats for distinguished guests, will not be the best. It will be obscured by the massive anchor booth constructed by the networks for the occasion, at a cost of over \$400,000—one that gives the television and radio anchors a sweeping view of the ceremony.

For CBS News's Walter Cronkite, the inauguration marks another last. And the network's coverage itself will serve as a kind of transition. Cronkite, with correspondents Bob Schieffer and Bruce Morton, will do most of the anchoring. But for a time after the swearing-in, Dan Rather, who is scheduled to succeed Cronkite on the *Evening News* and at conventions and inaugurations, will take over. He will also occupy a "subanchor position" opposite the White House during the parade.

And for the new Cable News Network, the inauguration marks another first. CNN will provide live coverage of the major events, as well as some of the peripheral ones. The Spanish International Network will also be able to claim a first, in its live coverage of the swearing-in, which will be simultaneously translated into Spanish.

The coverage on ABC and Public Broadcasting Service, which will be present for the swearing-in, will have one extra dimension. The inaugural event—the invocation, the presidential and vice presidential oaths of office, President Reagan's inaugural address and the benediction—will be closed captioned for hearing-impaired viewers by the National Captioning Institute. NCI normally captions about 30 hours of television programming each week for those networks, NBC and program producers and syndicators.

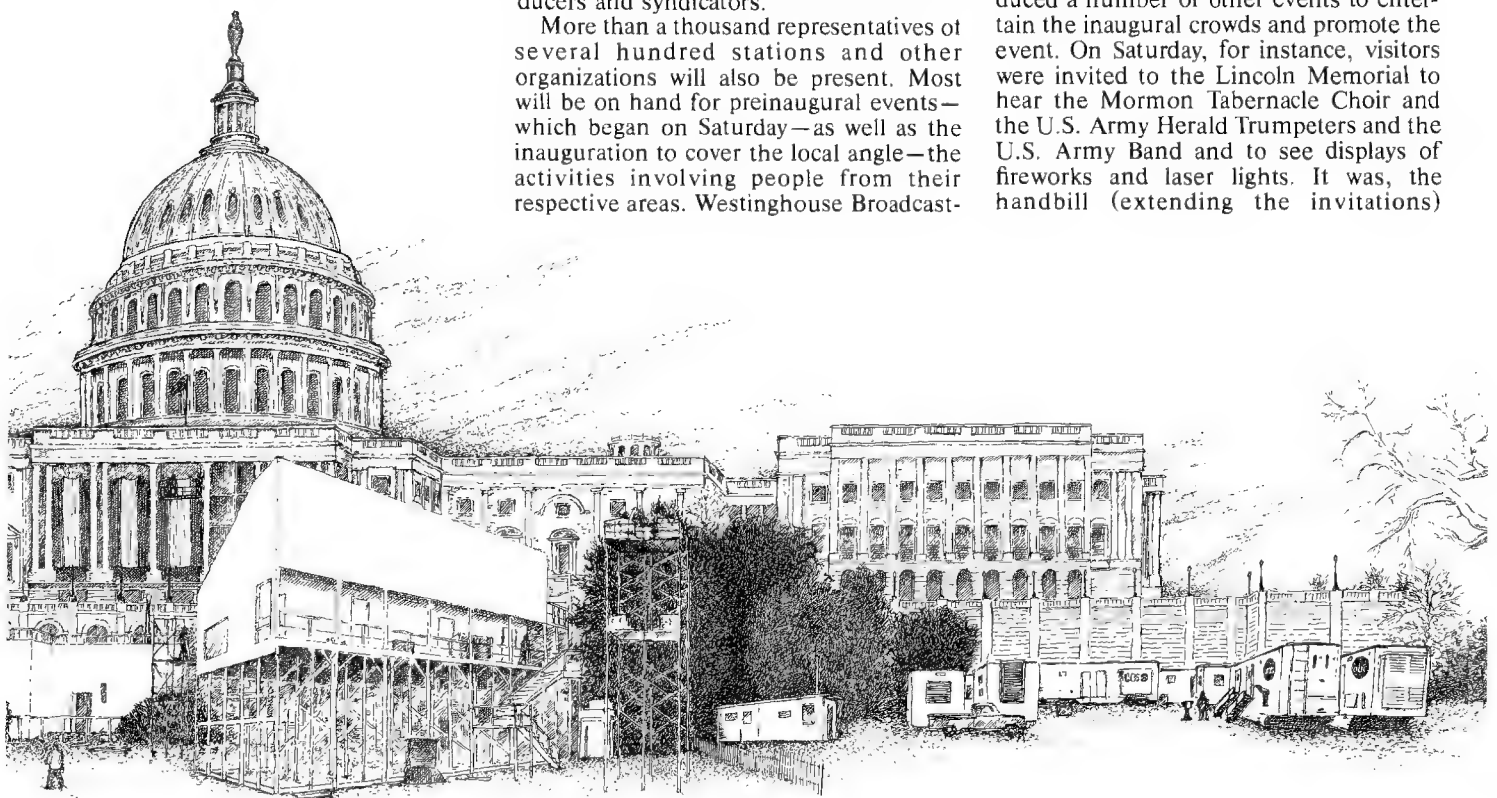
More than a thousand representatives of several hundred stations and other organizations will also be present. Most will be on hand for preinaugural events—which began on Saturday—as well as the inauguration to cover the local angle—the activities involving people from their respective areas. Westinghouse Broadcast-

ing Co., which is sending some 50 reporters, camerapeople and technicians, is using the occasion to initiate a new service—a daily one-hour exchange by satellite of news, sports and weather reports among its five VHF television stations and its Washington bureau.

Unlike the conventions, when correspondents for many local stations provided live coverage for their daily newscasts, few are offering such coverage this week. Stations will rely on the networks for that. Instead, Max M. Barber, superintendent of the House radio and television gallery, who processed nonnetwork requests for press credentials for space at the Capitol, said, "The correspondents all want to do standuppers while the inauguration ceremony goes on in the background." The pieces will be incorporated in the local news programs.

But the inauguration show doesn't begin and end on Tuesday. At the Capital Center, in Landover, Md., tonight (Jan. 19), the Presidential Inaugural Committee presents a gala—star-studded, is the way it probably should be described—with Johnny Carson as host and featuring Bob Hope, Elizabeth Taylor and Frank Sinatra, who is also producing and directing the show. The gala will run from 10 p.m. to midnight on ABC—"the ABC *Entertainment* division is carrying it," as the representative of another network's news division pointed out—and has grossed for the committee \$3 million in the sale of 12 minutes of commercial time. The committee's expenses are about \$1 million, including \$580,000 for the two hours of ABC air time. Profits help defray costs of the inauguration.

The inaugural committee has also produced a number of other events to entertain the inaugural crowds and promote the event. On Saturday, for instance, visitors were invited to the Lincoln Memorial to hear the Mormon Tabernacle Choir and the U.S. Army Herald Trumpeters and the U.S. Army Band and to see displays of fireworks and laser lights. It was, the handbill (extending the invitations)



pointed out, "Free-Free-Free." No one was planning live coverage of that.

But NBC and ABC will be on hand tomorrow night, beginning at 11:30 p.m., for live coverage of the inaugural balls—10 are being held in Washington—while CBS will settle for taping pieces for newscasts. And those 10 are only the beginning. Satellite transmission will link eight of them with inaugural balls in 85 cities across the country—as far west as Honolulu and as far north as Anchorage. TNT Communications Inc. will provide the technical assistance.

But in planning for the inaugural festivities, network news executives were keeping an eye on developments in efforts to win the release of the American hostages. Success in those efforts would produce a story rivaling that of events in Washington. The news executives appeared confident of being able to handle both. The facilities and people needed are said to be in place and ready—even if the events conflict in time. "NBC News will have the whole network from 7 a.m. [when the *Today Show* begins] until 4:30 p.m., except for one hour in the morn-

ing," handling the two stories if necessary, Les Crystal, senior executive producer, NBC News, said last week. "We're in terrific shape." The other networks were similarly sanguine.

Jeff Gralnick, ABC vice president and executive producer of special events and executive producer of *World News Tonight*, who was involved in planning for the hostage story rather than the inaugural, offered a slightly different perspective. "The inauguration," he said, "might wind up as being a remote of the hostage release coverage."

## Congress's concern over reporting of elections surfaces in rash of bills

Both the Committee on House Administration and the Senate Rules Committee plan to hold hearings on the national election process and how it is influenced by media coverage. There also are indications that the House Communications Subcommittee and the Senate Commerce and Judiciary Committees will take up the issue.

In fact, because election reform is considered a "high-visibility" issue, a number of Senate committee chairmen are said to be planning hearings, and the question of which committees have jurisdiction was a matter of controversy last week.

Today (Jan. 19) is a "hopper day" in Congress, when members are expected to introduce hundreds of bills to get them on the record early in the 97th Congress. On Jan. 5 and 6, the first two hopper days of this Congress, members introduced five bills relating to election reform.

In the House, Representative Mario Biaggi (D-N.Y.) introduced H.R. 84 to establish uniform voting hours on a six-year trial basis. Senator S.I. Hayakawa (R-Calif.) introduced four bills, three of them modifying election procedures (S. 55, S. 56 and S. 57) and a fourth, S. 58, restricting release of election results until all polls are closed. Among congressmen said to be interested in pursuing election reform are Senators Barry Goldwater (R-Ariz.), who as Communications Subcommittee chairman, is primarily concerned with fairness and equal time laws; Charles Mathias (R-Md.), who chairs the Senate Rules Committee, and James McClure (R-Idaho), who is said to be considering a bill he has introduced in several past Congresses to fine radio and TV stations \$10,000 for projecting election results before polls close.

In the House, Representatives Augustus Hawkins (D-Calif.) and Bill Frenzel (R-Minn.), who are expected to be the chairman and ranking Republican, respectively, on the House Committee on Administration, are said to favor hearings on the election process. Representative Allan Swift (D-Wash.) believes election reform will not solve the problem of early media projections, and is proposing that

the Communications Subcommittee hold hearings on media election coverage.

Representatives Robert Matsui (D-Calif.) and Pat Williams (D-Mont.) contacted ABC, NBC and CBS late last year and asked for ideas on how the problems of early projections of election results might be resolved. Matsui, who wrote the networks while a member of the Communications Subcommittee, has since left that subcommittee. Williams, as of last week, was not yet prepared to re-introduce legislation he first introduced late last year.

From the networks' point of view, the media did nothing in projecting election results last year that it hasn't done in the last several national elections. It was President Carter, they say, who conceded defeat before polls were closed in California, who did something different.

But from the point of view of many congressmen, the media had a profound effect on the election. Although Swift and other congressmen would like to see the networks agree not to project election results before the polls close, they are aware that the networks making a decision "in concert" could be construed as an antitrust violation.

## Eller, Columbia close to deal for media venture

It's not for nothing that Karl Eller operates out of Phoenix. While the ashes of Charter Media, his joint venture with Charter Oil Co., are still being stirred, Eller's entrepreneurship has risen again, this time in association with Columbia Pictures, for which he's the likely head of a new media division with a mandate to pursue a substantial acquisition program.

Both Eller and Columbia are officially maintaining that the details of any arrangement they might make are still subject to negotiation, and also to the final disposition of financial arrangements Eller had with Charter. But the outline of their likely association emerged last week, with Columbia President Francis T. Vincent Jr. confirming some points at the company's shareholder's meeting on Wednesday.

Eller, of course, built Combined Communications from its outdoor advertising

beginnings into a broad-based media conglomerate that Gannett bought for \$375 million in 1979, at the time the largest acquisition in media history. Eller later resigned the post he had gained on the Gannett board, and subsequently joined with Charter, a relationship that lasted a scant six months. Eller had walked into that venture with an agreement to purchase KIOI-FM San Francisco; during his tenure as head of Charter Media, he struck deals to buy the *Philadelphia Bulletin* and New York Subways Advertising. Although initial announcements of his split with Charter said he'd keep all three, the only one he left with was the transit advertising firm.

Eller will most likely sell New York Subways Advertising to Columbia if the current negotiations succeed, and it's reported that the first contact between the two parties resulted from efforts by Eller to get Columbia to buy the *Bulletin*. When Charter Media was dissolved, Eller expressed regret at giving up the paper, but said he didn't have the resources to bring it back into profitability. Purchased for \$31 million, the *Bulletin* was said to be losing \$1 million to \$2 million a month.

Eller last week declined comment on the arrangements, stressing that the "deal isn't consummated yet." He would say that he anticipated his arrangements with Charter could be cut "by the end of the month."

The match would be an advantageous one for Columbia, according to the analysts, because expansion into advertiser-supported media would broaden the base of the company's involvements.

One question raised is to what extent Columbia's media expansion might move in the direction of print as opposed to broadcasting or cable. Eller wouldn't be starting from scratch: In addition to the transit advertising unit he would bring into the organization, Columbia already owns three AM and two FM radio stations, retained a 20% interest in WNJU-TV Linden-Newark, N.J., after selling 80% last year, and also has interests in two television stations in the Caribbean.

The other question raised by some analysts is whether the entrepreneurial Eller will have difficulty fitting into a corporate organizational structure. One suggestion is that the crimp such a role put in his free-wheeling style is what led to his departure from Gannett.





## The laissez faire legacy of Charlie Ferris

**Marketplace approach was key to regulatory philosophy and deregulation was significant result—as was open entry policy toward new technologies; heavy handedness and ‘outsider’ stance cost him dearly in support from both within and outside FCC**

When Charles D. Ferris took over the FCC chairmanship three and a half years ago, he was an unknown quantity. And with the days of his chairmanship fast running out, he is still something of an enigma, an outsider even among his colleagues: “Charlie,” a fellow commissioner said the other day, “is a very private person.” But on one thing there is general agreement: Ferris has left his mark on the commission and, more important, on the industries it regulates. Under him, the commission has woven into the fabric of those industries a pattern of diversity of ownership, competition and deregulation that will endure long after he departs.

Indeed, over the Ferris years, the theme has been, in word and action: “Remove the commission from the marketplace. Force it to justify the need for regulation. Get it out of the way of industry driven by new technology. If a company has the money to invest in a telecommunications service, let it, and leave it to the public to determine whether the service will survive.”

The villain to be exorcised, the commission has been saying, is the scarcity of communications services—a scarcity that has been used to justify content regulation of broadcasting. The goal has been an abundance of service to the public.

In one of its most far-reaching moves, the commission literally unscrambled the omelette made up of computer technology and common carrier services, and permitted common carriers, including AT&T, to enter the computer and information services field. It removed most of the remaining shackles from cable television and, by deregulating earth stations and authorizing the use of small ones, facilitated cable's

use of satellite service. It advanced the cause of subscription television by repealing the rule limiting such stations to one per market and fostered the growth of multipoint distribution service.

Now, moreover, it is moving toward the authorization of hundreds, possibly thousands, of low-power television stations and has proposed the addition of 140 VHF television drop-ins. In radio, it broke down the remaining 25 clear channels, opening the door to some 125 new AM stations, and voted to reduce AM channel spacing from 10 to 9 khz, an action that could lead to the establishment of another several hundred stations—if other countries in the western hemisphere go along with the plan. And last week, it voted for considerable radio deregulation (see page 31).

On top of all that, and given the time, it is certain Ferris would have attempted to create a virtually regulation-free environment for direct broadcast satellite service. It is, by almost any standard, an impressive record.

It also lends credence to statements of one former staffer that Ferris dominated the agency as have few chairmen—not excepting Richard E. Wiley, whose grip was virtually complete in terms of staffing the FCC and initiating and developing its agenda. But they differed widely in style: Wiley more politic, relying on friendly persuasion and a manner that encouraged dialogue, Ferris less open to compromise. “He got the commission organized to do what he wanted, to accomplish the missions he wanted accomplished,” said the former official. And “everyone ended up doing what they thought Ferris wanted.”

Ferris rejects such appraisals. “I enjoy the give and take; I encourage competition in ideas,” he maintains.

However the record was accomplished, Ferris, looking back over the past three-and-a-half years, pronounced himself well

pleased with the results. “I feel incredibly satisfied,” he said, “fulfilled, with the record of accomplishment achieved in so short a time.” Didn't he suffer any disappointment? “I can't come up with a thing.” (He was talking, of course, about policy matters; he was rebuffed by his colleagues last month in his effort to win quick approval of his proposal to move the agency to Rosslyn, Va. [BROADCASTING, Dec. 22, 1980].)

Not surprisingly, in building that record, Ferris acquired a reputation as one of the most controversial chairmen in years; probably not since Newton N. Minow delivered his “vast wasteland” speech to a stunned National Association of Broadcasters convention in 1961 has a chairman aroused so much antipathy among broadcasters.

In part, at least, the feeling is grounded in the conviction that Ferris's policies proceeded from an anti-broadcaster bias. ABC's Chairman Leonard Goldenson was blunt about it in a speech at Washington's National Press Club, in September, when he said, “Washington has tilted the balance—against free television and in favor of pay television” (BROADCASTING, Sept. 22, 1980).

And individual broadcasters cite specific Ferris statements they interpret as revealing contempt. One broadcaster, at a meeting of the Advisory Committee on Radio Broadcasting two weeks ago, referred to Ferris's remark in an appearance before a group of Gannett Co. executives last month: Broadcasters “don't want cable [and] they don't want 9 khz because it would be against their economic interest.” Broadcasters, of course, insist that maintaining the quality, including the technical quality, of their service is what concerns them. They contend that, in the channel-spacing matter, for instance, the commission adopted the 9 khz plan before doing the necessary research. And one broadcasting industry representative points to the cutting observation in the speech in which Ferris responded to Goldenson's: “We [at the FCC] have become regulatory

### Retrospective

Darwinists: We now insure the survival of the fittest, not the fattest."

Then, too, there is the complaint that Ferris has not been accessible to those the commission regulates, that he has been too "aloof." One change Republicans predict will occur under the Reagan administration is that the chairman's office will become "more open to the industries."

The prevailing broadcasting establishment view of the Ferris commission was summed up in a comment by Tom Paro, president of the Association of Maximum Service Telecasters, who said he was speaking for that organization: "We regard the Ferris commission as well-intentioned but hasty and simplistic in its infatuation with so-called marketplace philosophy and indifference to the real service currently provided by the locally oriented over-the-air television system and its potential for greater service and growth in the future."

But there were qualifications even for that view. CBS's Washington vice president, William Lilley III, said that although CBS often found itself in disagreement with Ferris, it realizes "it's not the job of people in government agencies to agree with everything we want." Ferris, Lilley said, is "fair, tough, skillful, and not anti-business." One point on which CBS agreed with Ferris, Lilley said, was the commission's deregulatory thrust. Even establishment types whose views of Ferris otherwise are venomous found it necessary to reconsider when the question of radio deregulation was introduced. "That," said one of those types, "has to be admired."

But, as if to confirm broadcasters' suspicions about where Ferris's sympathies lay, the cable industry has been lavish in its praise of the outgoing chairman. Bill Daniels, chairman of Daniels & Associates, in a letter to Ferris that Daniels made public, said the chairman had "done more to advance the public's opportunity for freedom of choice" of television viewing than any commissioner in the 30 years he has dealt with the agency (BROADCASTING, Dec. 8, 1980). Thomas Wheeler, president of the National Cable Television Association, echoed that view: "Charlie Ferris has provided the leadership which has opened up new communications services for consumers."

In shrugging off reports of broadcaster ill will toward him, Ferris gave "some of the credit for the attitude" to BROADCASTING, which has been critical of him in its editorials. Ferris said he would have confidence in the judgment of those broadcasters with whom he has had personal contact. "It's not that I make them happy, or sought to make them happy, but that I honestly discharged my responsibilities and that I did it in a way I considered fair to them and to my responsibilities as a public servant," he said. "The ill will . . . I can't do anything about that; it's not in my control."

The comment may be revealing. Many commissioners, including chairmen, over the years have behaved toward one or another of the groups the commission regulates somewhat as though they were

constituencies; there was at least a feeling they were all part of the same world. Not Ferris.

He showed up at the commission in October 1977 after 14 years on Capitol Hill, where he had spent 13 as the top aide to the then-Senate majority leader, Mike Mansfield (D-Mont.), and one year as general counsel to House Speaker Thomas P. O'Neill Jr. (D-Mass.), before taking a presidential appointment that had been his second choice. (His first choice was deputy



**Progression.** (Top) Ferris flanked by Speaker Tip O'Neill and Senator Ted Kennedy at his confirmation hearing. (Center) Being sworn in at the White House by Vice President Mondale. (Bottom) Addressing the National Press Club (BROADCASTING, Oct. 13, 1980).

attorney general.) He had no experience in communications (which, he likes to say, "was my greatest advantage"); he was an outsider, and chose to remain one.

He demonstrated that at two successive NAB conventions, not in what he said in his formal speeches but in what he did. In 1979, in Dallas, he trampled all over protocol when he appeared at the BMI dinner—the most lavish, the most prestigious social event on the convention calendar, one that attracts the most prominent members of the broadcasting establishment—with an uninvited guest, Nina Cornell, the chief of the commission's Office of Plans and Policy. The next year, in Las Vegas, Ferris simply passed up the BMI dinner; he spent the evening along with Commissioners Robert E. Lee and Tyrone Brown at the Sands Hotel, being enter-

tained by Wayne Newton.

As much as anything, the attitude probably explains his readiness to take controversial positions on issues.

Ferris tends to support that view with a bit of self-analysis. It is, he suggested, "natural" for a chairman to want the approval of a group. After all, it's not unusual for one holding the chairman's job to be unpopular. "I apparently didn't need that need satisfied," he said. "I knew what my role was, and didn't think it appropriate to seek out a base. Our constituency is the public."

Among those whom Ferris did not regard as members of a constituency were the citizen groups. He had joined the commission, he said, feeling "very strongly about certain aspects of social equality." That was evident, for instance, in the leadership he demonstrated in working with the Carter administration to promote minority ownership of broadcast properties, and even to impose stricter regulation in the cause of equal employment opportunity. But where radio deregulation was concerned, for instance, he was prepared to break with citizen groups.

"We thought radio deregulation was outrageous," said Sam Simon, executive director of the National Citizens Committee for Broadcasting. How outrageous was made clear in a statement by consumer activist Ralph Nader, who is chairman of NCCB, in September 1979. He denounced the commission as one of the worst agencies in Washington, asserted it was issuing Nixon administration-type regulations, and said it was out to protect a few hundred "federally protected monopolies" (BROADCASTING, Sept. 17, 1979). (The statement so angered Ferris that the next time Simon was in the office, Ferris administered a lengthy and bitter tongue lashing. With the memory of the event still fresh, Simon, the other day, said "Ferris indicated by words and action that he was not to be criticized.")

Pluria Marshall, chairman of the National Black Media Coalition, had disassociated himself from Nader's attack on Ferris, but he did oppose much of the deregulation proposal. And two weeks ago, as the commission prepared to act on the matter, he said, "If the deregulation proposal is adopted, it will be the biggest slap in the face the minority community ever received."

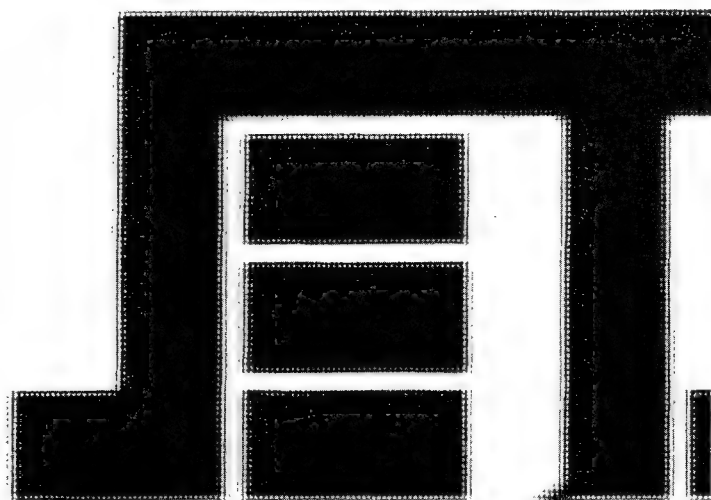
But it wasn't only the broadcasters who felt rejected by Ferris and the citizen groups who did not regard him as one of theirs. Some commissioners are still asking themselves: "What's Charlie Ferris really like?" Not all, perhaps. Ferris seems to have been reasonably close to Commissioner Robert E. Lee—a fact that has embarrassed Lee in his ambition to be named interim chairman succeeding Ferris. But to others, he's been something of a puzzle. "I don't think there are many people who know Charlie," said Commissioner Anne Jones, who some broadcasters feel also was too close to Ferris. "He's a private person. Superficially, he's very friendly. I like him. But I wonder how many people



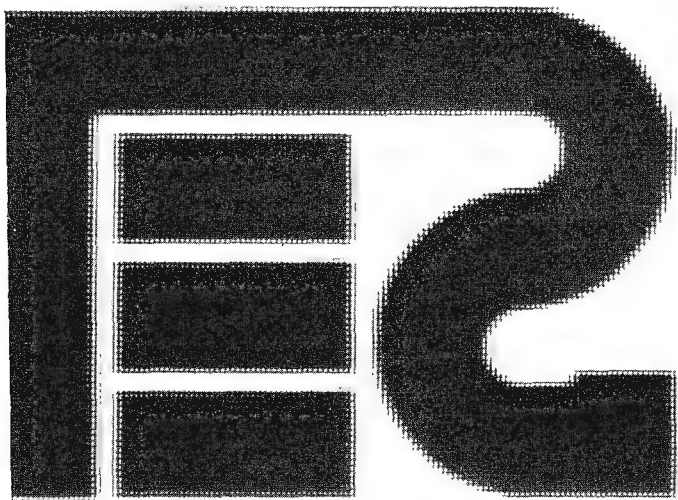
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know who Charlie is, who really, really know Charlie Ferris."

There is also the commissioner who complained that, although Ferris was "a terrific chairman," he did nothing to foster a spirit of collegiality among the commissioners. "He could have done more if he had talked to the commissioners." How much more could he actually have done, given the record? One example cited was Ferris's failure to keep the commissioners abreast of developing plans for the move to Rosslyn.

When informed that a poster on the wall outside the door to Ferris's private office preaches a message of communication, the commissioner said, "Someone must have given it to him tongue in cheek." The poster reads: "It's better to debate a question without settling it than to settle a question without debating it."

The record of the Ferris years at the commission is the product, in Ferris's words, of "a confluence of the [telecommunications] technologies, the economics and an attitude on the part of [the commission] to step out of the way. The attitude created the environment that attracted the capital the new technologies needed." Ferris joined the commission with little knowledge of the technologies or economics involved. But he had a strong sense of the need to limit the agency's role in dealing with its licensees. "I don't think government should inject itself in areas where there is no need," he says. Few would disagree; the disagreement arises as to where there is a need. In Ferris's case, it seems to be, very few areas.

(Ferris's heavy hand in administration was demonstrated early in his tenure when he ordered a change in the agency's working hours. Although those doing business with the agency agreed it was annoying to find staff members gone by 4:30, Ferris's unilateral declaration that the working day would begin an hour earlier and end an hour later infuriated employees. Although the issue was eventually compromised, the staff retaliated by voting in the agency's first union—as protection, they felt, against such an apparently headstrong administrator.)

It's not clear what kind of reaction Ferris expected to the commission's effort to increase competition in the delivery of program service, but the one that was generated simply exasperated him. Over the years, he noted, in his Press Club speech in October, successive FCC chairmen have been criticized by broadcasters "for standing the First Amendment on its head." But now, he said, "the same industry that demands that government get off its back has opposed additional TV and radio outlets, has appealed to Congress to prevent us from authorizing direct broadcast satellites and has fought, every inch of the way, our deregulation of cable."

What, Ferris wondered, do broadcasters really want—full First Amendment rights as guaranteed to the print media or "their full profits as have been guaranteed by the

commission?"

Ferris describes himself as a strong defender of the First Amendment. And it's true, as he likes to remind people, that the commission has refrained from exercising the authority over programming that the Supreme Court, in July 1978, said it had when the court affirmed the commission's power to punish broadcasters for airing "indecent" material (BROADCASTING, July 10, 1978). "There's a tremendous capacity here for the old traditional raised-eyebrow technique to create particular behavior responses in broadcasters," Ferris said. "I think it would be fair to say that over the past three and a half years that has not been the case."

But some of those concerned about the First Amendment's application to broadcasters say Ferris has been less than consistent on the issue. They note he has opposed elimination of the public interest programming standard to which broadcasters are held. He does not seem to

#### THE BOTTOM LINE ON FERRIS

**Aloof from the industries  
he regulated and  
an enigma even to his  
colleagues—but  
effective nevertheless**

regard the First Amendment as a barrier to requiring broadcasters to provide programming to meet certain perceived needs; at least, he approved initiation of a rulemaking that could lead to rules requiring programming to serve the needs of children. And he was part of the commission majority that held that the networks had violated the reasonable access provision of the Communications Act when they refused to sell time to the Carter-Mondale Re-election Committee 11 months before the election.

Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, cites Carter-Mondale as one of two actions (the other was initiation of the children's programming rulemaking) that marred an otherwise "very good" Ferris record on the First Amendment.

Ferris has no trouble defending the decision. But his is a defense not likely to go down easily with journalists. He says the decision was "totally consistent with the First Amendment theme of encouraging more controversial speech," then adds that, in choosing among the conflicting rights involved, the commission had chosen in favor of those of the speaker and listener. "The role of the editor as compared to the other two certainly isn't the dominant role," he said.

The Supreme Court, which has agreed to review the case, will have the final word on that.

In an interview with BROADCASTING last year, Ferris said his "greatest" sense of ac-

complishment was in the people he had attracted to the commission (BROADCASTING, April 14, 1980). In the months since, the reason has become evident. Most observers agree that Ferris assembled a first-rate staff, one more heavily weighted with expertise in the field of economics than had been the case.

The staff changes were not made without some pain and suffering on the part of long-term staffers who were—not to put too fine a point on it—forced out. Nor was that the only trauma the staff endured. Nina Cornell, an economist and one of the first key staff persons hired during the Ferris regime, was given the assignment, as head of OPP, of serving as a kind of quality control; she would scrutinize the work of bureaus to determine whether, as she once put it, it "made sense." Not surprisingly, resentments and tempers flared. But to Ferris, all of that anguish was an expected and affordable price for the kind of organization he felt was necessary.

In the same interview with BROADCASTING, Ferris talked of having found, on assuming the chairmanship, "independent baronies" within the staff whose chiefs did not talk to one another, at least not often enough to satisfy the new chairman. To whatever extent that problem existed, it's safe to say it doesn't exist any more. Indeed, it is the "interaction" among the bureaus and divisions that Ferris says has contributed to what he insists is the high quality of the commission's work. And it's a process Ferris sees as accelerating as the technologies continue to change and begin to merge. The institutional function the commission has had, Ferris says, "is becoming increasingly artificial."

Whether and to what degree the staff survives in structure and personnel will depend in large measure on the person President Reagan appoints to succeed Ferris. Chairmen generally have a free hand in such matters.

As for the larger question of what change in direction the commission will take, there are few who think it will be abrupt or dramatic. After all, it was always the Republicans, even in the days when government was presumed to have all the answers, who preached the gospel of competition and deregulation. But some Republicans, including some who worked on communications matters in the transition, expect a more measured approach than was the case under Ferris. "There was a pell mell rush to get things out, particularly in the months before the election," one transition aide said. "Now a closer look will probably be taken at some of those items not finally adopted." The proposed drop-in of 140 VHF stations at short spacing could be a case in point.

So it's possible some Ferris initiatives will be slowed if not reversed. But Ferris has reason to feel sanguine about the principles he helped enunciate. They have become rooted in commission policy; they will help chart the commission's future course. In Ferris's case, it seems, being an outsider didn't hurt.



# **Independents**

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# **State of the Art 1981**



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And "CHiPs" makes perfect programming sense, always in control, no matter who controls the set.



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## Independent minded in Los Angeles

**This year's meeting of INTV features by-satellite messages from Reagan's FCC transition team, results of Burke study on commercial recall, workshops on programing, government, sales**

Programing, sales, Washington issues and what is billed as a breakthrough study on commercial environment will engage members of the Association of Independent Television Stations at their annual convention this week at the Century Plaza hotel in Los Angeles.

Attendance at the sessions, which were to open yesterday (Sunday, Jan. 18), was

expected to reach or pass 500, setting a new INTV record.

The agenda was built to encompass a wide range of both basic and troublesome issues, from cable and copyright to UHF drop-ins, as well as bread-and-butter questions like sales and marketing, plus programing with special attention to news, sports, local production and syndication.

"There's no shortage of questions and problems to look at these days," Sheldon Cooper, president of WGN-TV Chicago and chairman of INTV, said last week. "There are exciting times ahead for all of us."

What this eighth annual INTV convention hopes to do, he said in a program note

welcoming the conventioners, is "help clear up some of the haze obscuring what lies ahead."

"We have come a long way as programmers, salesmen and broadcasters in general," he continued, "and perhaps the difficulties we have overcome in the past as independent operators have made us better equipped to handle the problems facing us in the future."

Chairman Cooper will report briefly to the membership at this morning's meeting. The main INTV report will be presented by President Herman Land and associates. There'll also be a session on local government and cable and another on

Washington issues.

Members of President-elect Reagan's FCC transition team—Dean Burch, Michael R. Gardner, Margita E. White and Richard E. Wiley—will make a live appearance from Washington by satellite at the Monday luncheon.

Results of a Burke study, comparing independents and network affiliates in terms of the effects of environment on commercial recall, will be presented Monday afternoon. Broadcasters who have seen the report say it makes a strong case for independents' equality with affiliates as commercial carriers.

On this subject, Chairman Cooper said that INTV "has had to spend much time, efforts and money to fight for recognition



Cooper



Land

as equals among all stations," but that the Burke study "should do much to lay to rest any doubts in this area."

Marketing strategies will provide the

focus for the Tuesday morning session. News and then sports will occupy the afternoon. INTV promotion awards will be presented at the Tuesday luncheon, at which Ralph L. Lewis, vice president/corporate communications, Gulf Oil, will be a guest speaker.

Wrap-up session Wednesday morning will deal with a variety of program issues under the heading, "Programing in the New World." Adjournment is scheduled for 11:30 a.m. Wednesday.

A meeting of the INTV board was held Saturday (Jan. 17), with reception and dinner that evening. A meeting of station managers and a workshop were scheduled Sunday afternoon.

The complete agenda follows:

## INTV agenda: What's on the official schedule

### Saturday, Jan. 17

**Board meeting.** 10 a.m.-5 p.m. Encino room.

### Sunday, Jan. 18

**Closed general managers' meeting.** Noon-1:45 p.m. Westwood room. Moderator: Robert W. Fauli, WFFT-TV Fort Wayne, Ind.

**Session.** 2:15-3:45 p.m. Pacific Palisades room. *New Independent Station Workshop.* Moderator: Eugene D. Adelstein, KZAZ-TV Nogales, Ariz. Panelists: Jerry Carr, WUHF-TV Rochester, N.Y.; James U. Lavenstein, Tulsa 23; Erick B. Steffens, KGSW-TV Albuquerque.

**Ad hoc meetings.** 4-6 p.m.

### Monday, Jan. 19

**Breakfast.** 7-9 a.m. Beverly Hills room.

**Session.** Westwood room. *Capitol Hill and City Hall—Cable Is There, Where Are You?* Moderator: Edward Q. Adams, WCX-TV Miami. Panelist: Roy Elson, Roy Elson & Associates.

**Welcome.** Los Angeles room. Reports from Sheldon Cooper, chairman, INTV; Herman W. Land, president, INTV, Washington; Nicki Goldstein, vice president, operations, INTV, Washington; Arthur C. Elliott, vice president, marketing, INTV; Robert R. Hartman, chairman, INTV marketing advisory committee.

**Session.** 10:30-11:45 a.m. Los Angeles room. *Washington's New Look.* Moderator: Elmer C. Snow, WTTV-TV Indianapolis. Panelists: *VHF Drop-Ins*, Roy W. Easley, Association of Maximum Service Telecasters; *Report on the Copyright Tribunal*, David H. Polinger, WPIX Inc.; *Current Issues Facing the Independents*, J. Laurent Scharff, Pierson, Ball & Dowd; *Cable Copyright and the Congress*, Jack Valenti, Motion Picture Association of America.

**Luncheon.** Noon-2 p.m. Beverly Hills room. Live satellite appearance by Reagan's FCC transition team members: Dean Burch, Michael R. Gardner, Margita E. White and Richard E. Wiley.

**Session.** 2:30-4 p.m. Los Angeles room. *Commercial Breakthrough—*

*The Burke Study.* Arthur C. Elliott, INTV; Frederic J. Gold, INTV; Donald E. Siebert, Burke Marketing Research.

**Ad hoc meetings.** 4:15-5:30 p.m.

### Tuesday, Jan. 20

**Breakfast.** 7-9 a.m. Beverly Hills room.

**Session.** 9:30-11:30 a.m. Los Angeles room. *Marketing Strategies for 1981.* Moderator: Arthur C. Elliott, INTV. *The Toy Business—Present and Future*, Denis C. Katell, WUAB-TV Cleveland. *Issue Advertising*, Trey Taylor, Edison Electric Institute. *Implementing the Burke Study*, Panelists: Joseph P. Gibbons and Donald E. Siebert, Burke Marketing. Agency participants: Edie Gruber, J. Walter Thompson; Willard G. Hadlock, Leo Burnett; Earl Herzog, Campbell-Mithun; Wilton C. Kuffel, Foote, Cone & Belding.

**Luncheon.** 12:15-2 p.m. Beverly Hills room. INTV promotion awards, Elmer F. Japan, WDRB-TV Louisville, Ky. Guest speaker: Ralph L. Lewis Jr., Gulf Oil Corp.

**Session.** 2:30-3 p.m. *News and the Independent.* Los Angeles room. Moderator: Alan J. Bell, KTVU-TV San Francisco. Panelists: Charles L. Edwards, KSTW-TV Seattle-Tacoma; Charles R. Novitz, Independent Television News Association; Leavitt J. Pope, WPIX Inc.

**Session.** 3-4 p.m. Los Angeles room. *Sports: A Major League Challenge.* Moderator: Bob J. Wormington, KBMA-TV Kansas City. Panelists: James F. Fitzgerald, NBA's Milwaukee Bucks; William Y. Giles, NL's Philadelphia Phillies; Wiles Hallock, National Collegiate Athletic Association.

### Wednesday, Jan. 21

**Breakfast.** 7-9 a.m. Beverly Hills room.

**Session.** 9:30-11:30 a.m. Los Angeles room. *Programing in the New World.* Moderator: Donald E. Swartz, KMSP-TV Minneapolis. *Local Programing That Works*, William M. Pepin, KSTU-TV Salt Lake City. *The Independent Station As Cable Program Supplier*, Robert Hosfeldt, Gill Cable. *The Program Challenge—Distributor Viewpoints*: John E. Goldhammer, Paramount Television Distribution; Jamie Kellner, Filmways Enterprises; George Paris, 20th Century-Fox Television. *Station Viewpoints*: William C. McReynolds; Lucie S. Salhany, Taft Broadcasting; Barry H. Thurston, Field Communications.

**Adjournment** 11:30 a.m.



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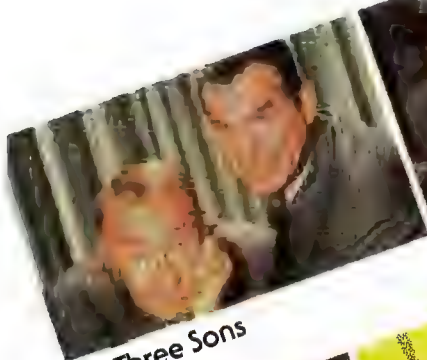
The Bob Newhart Show



The Mary Tyler Moore Show



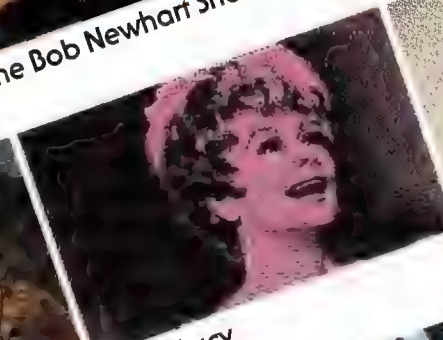
Family Affair



My Three Sons



The Beverly Hillbillies



I Love Lucy



The Honeymooners



Gomer Pyle



The Phil Silvers Show



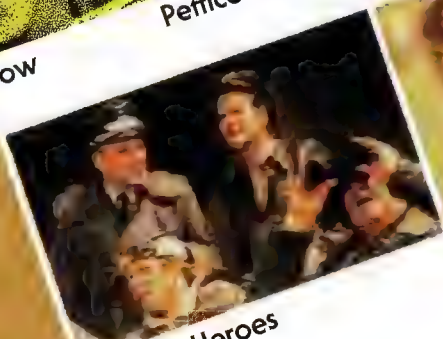
Petticoat Junction



The Andy Griffith Show



The Dick Van Dyke Show



Hogan's Heroes



# The business of independent television

**Advertiser acceptance of unaffiliated stations keeps growing; audiences are up; 1980 was generally a good year and '81 is viewed with optimism**

The independent television broadcaster's worries and realities differ from those of network affiliates, but some of the differences are becoming easier to take.

Advertiser prejudices against independents have diminished as audiences have increased—and audiences have been increasing dramatically. And with the increases in audience, revenues have gone steadily up.

The Association of Independent Television Stations' convention in Los Angeles this week is due to get, among other things, a report that should go a long way toward further minimizing if not eliminating any advertiser belief that independent stations are somehow inferior to network affiliates as an advertising vehicle. It is the so-called Burke report, based on a study by the Burke research organization, and although INTV officials are saving details to reveal at the convention, its main thrust is no secret to many independent broadcasters.

"What it says," one reported, "is that there is no significant difference in the recall factor" of a commercial, whether it's seen on an independent or on an affiliate.

The study, he added, "eliminates another psychological block against independents," and thus should help maintain and accelerate the momentum that has kept revenues rising in recent years.

FCC figures for 1979, the latest available, show independents' revenues at \$755,700,000, a gain of 12% over 1978, which itself was a record year. And for 1980, the Television Bureau of Advertising estimates that independents' sales rose 19%-20% above the 1979 record.

The 1979 percentage gain in independents' revenues barely edged the 11% advance shown by nonnetwork-owned affiliates, which of course work from a much higher revenue base. But the TVB projection for independents in 1980 almost doubles the 10%-11% gain estimated by TVB for affiliates in 1980. (The TVB estimate of

1980 sales of affiliates and independents combined is about 12% above the 1979 total.)

In the current economy, 1981 prospects are unclear for independents and affiliates alike. Some independents say sales are "going like Gangbusters," as Metromedia Television President Thomas J. Tilson put it, but in markets where the local economy has been particularly hard hit, the prognosis is more cautious.

A Midwest independent broadcaster, for instance, said that "we've lost a lot of industry in this area. We seem to be holding our own [in sales], with some improvement over last year, but it's not the kind of growth we experienced in the last couple of years."

A sampling of independents brought varying reports on 1980 and current business. For instance:

■ Leavitt J. Pope of WPIX New York said 1980 was "exceptionally good," and "we are projecting an increase of about 15% in 1981."

■ Bob Wormington of KBMA-TV Kansas City, Mo., said "business is pretty good—we're starting off, anyway, with the best first quarter we ever had." He said 1980 was better than 1979, and "ended strong," with momentum carrying over into 1981.

■ Crawford Rice of WTVT(TV) Miami described 1980 as "better than expected—all in all, a pretty good year." Business thus far in the first quarter "is not as brisk as we'd like, and not as brisk as the fourth quarter, but running a little ahead of last year." January "won't be a great month," he added, "and if the first quarter ends up plus 10%, we'll probably be lucky." Most of the broadcasters he's talked to, he said, "are a little concerned about the first quarter."

■ John Serrao of WPTY-TV Memphis said 1980's results were better than 1979's, but "it was not the year we'd hoped it would be." Current business looks "exceptionally good," he said, with the first quarter "ahead of a year ago and better than we'd anticipated." He added: "1981 should be a good year."

■ Don Swartz of KMSP-TV Minneapolis-St. Paul said business is "good," with national sales running above projections and local "a little behind—maybe 2% or 3%."

Like everybody else, independents are worried about costs and inflation. And with good reason. In 1979, according to the FCC figures, independents' expenses rose at a faster rate than their revenues. Thus where independent VHF stations showed a 9.6% increase in revenues over 1978, they also showed a 10.7% rise in expenses. And UHF independents' 27.4% increase in expenses far outranked their 15.9% increase in revenues.

The net was that independent V's were left with a broadcast income (before federal income tax) of \$120.6 million, a

6.7% gain from 1978, and independent U's had a pretax income of \$36.5 million, or 22.5% less than in the preceding year.

Yet the UHF independents, although numerically fewer than the UHF affiliates, outsold the UHF affiliates and came out with pretax income \$3.8 million higher than their network counterparts.

By the FCC's account, 71 independent U's had revenues totaling \$300.3 million and pre-tax profits of \$36.5 million, while 126 network-affiliated U's sold \$285.7 million and came in with \$32.7 million in pre-tax profits.

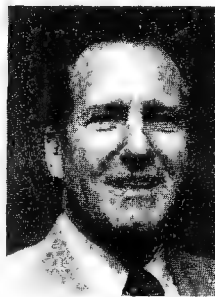
Most independent broadcasters agree that their biggest single problem is programming—and rising program costs, though many detect a recent trend toward stabilization. Programming is by far the largest item on the independents' balance sheet, representing virtually half of all expenses, a good 10 percentage points more than is the case with affiliates, according to the latest FCC figures.

The FCC data, released last month, put 1979 total program expenses of independents at \$294.2 million, or 49.1% of their total costs, as compared with \$809.7 million, or 39.1%, for nonnetwork-owned affiliates. Independent V's, as a group, devoted 53.8% of their budgets to programming, while for independent U's the figure was 43.2%. By comparison, V's with network affiliations spent \$727 million on programming, representing 40% of their costs, while affiliated U's put \$82.7 million, or 32.7%, into programming.

Sales expenses ran at about the same rate for independents (13.2% of total costs) as for affiliates (13.9%). Nor was there much disparity in technical costs: 10.7% for independents, 11.4% for affiliates. But there was a bigger gap on the ledgers for general and administrative expenses, which amounted to 26.9% of all costs for independents but 35.6% for affiliates. For both independents and affiliates, payroll was about 15% of the G&A total.

The bottom line is what counts, of course, and the latest official figures show some slippage there.

In 1978, according to the FCC, 80% of the independent V's and 60.3% of the independent U's were profitable. In 1979, the figures were 77.8% of the V's and



Tilson



Pope



Wormington

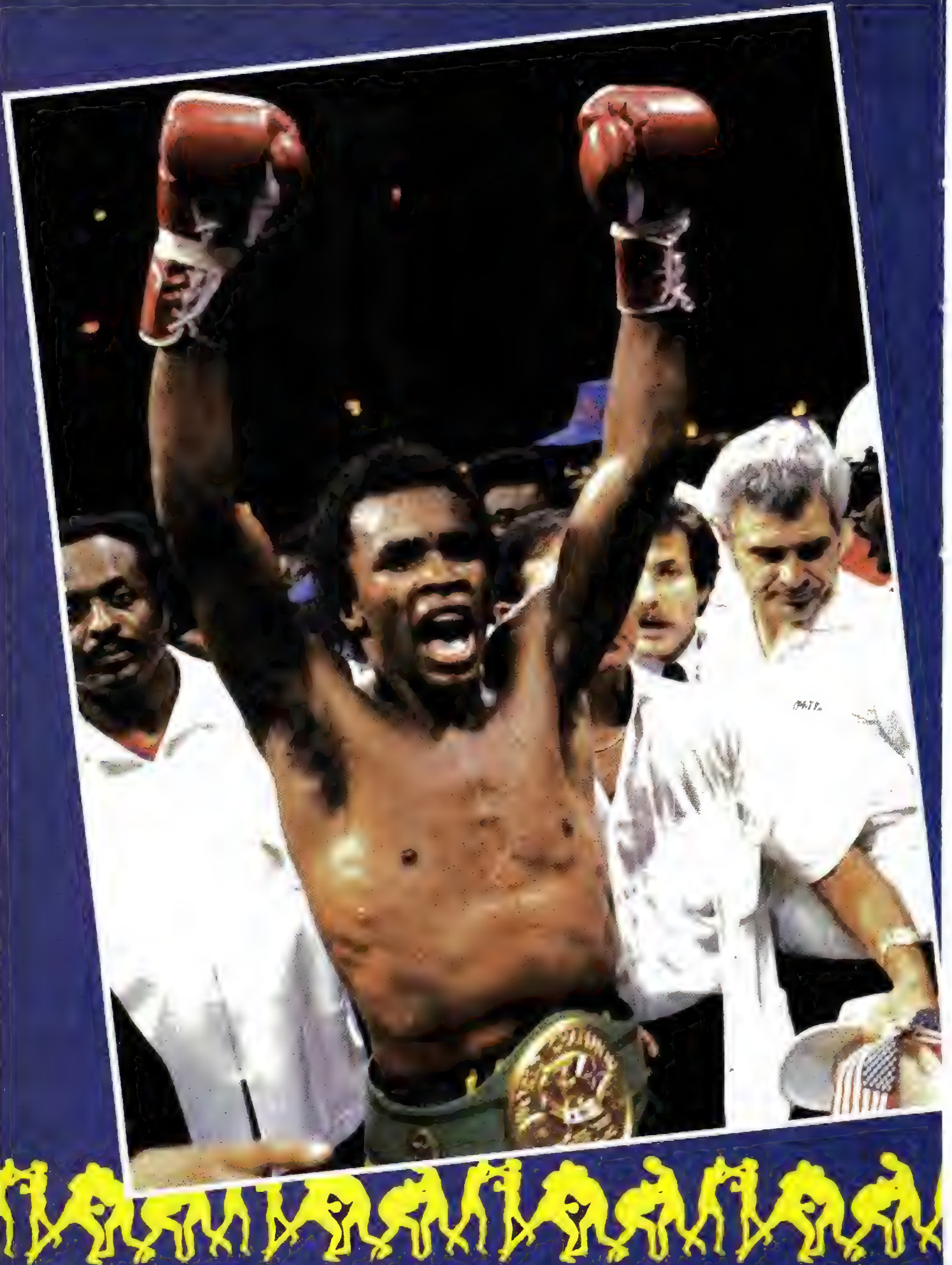


Rice





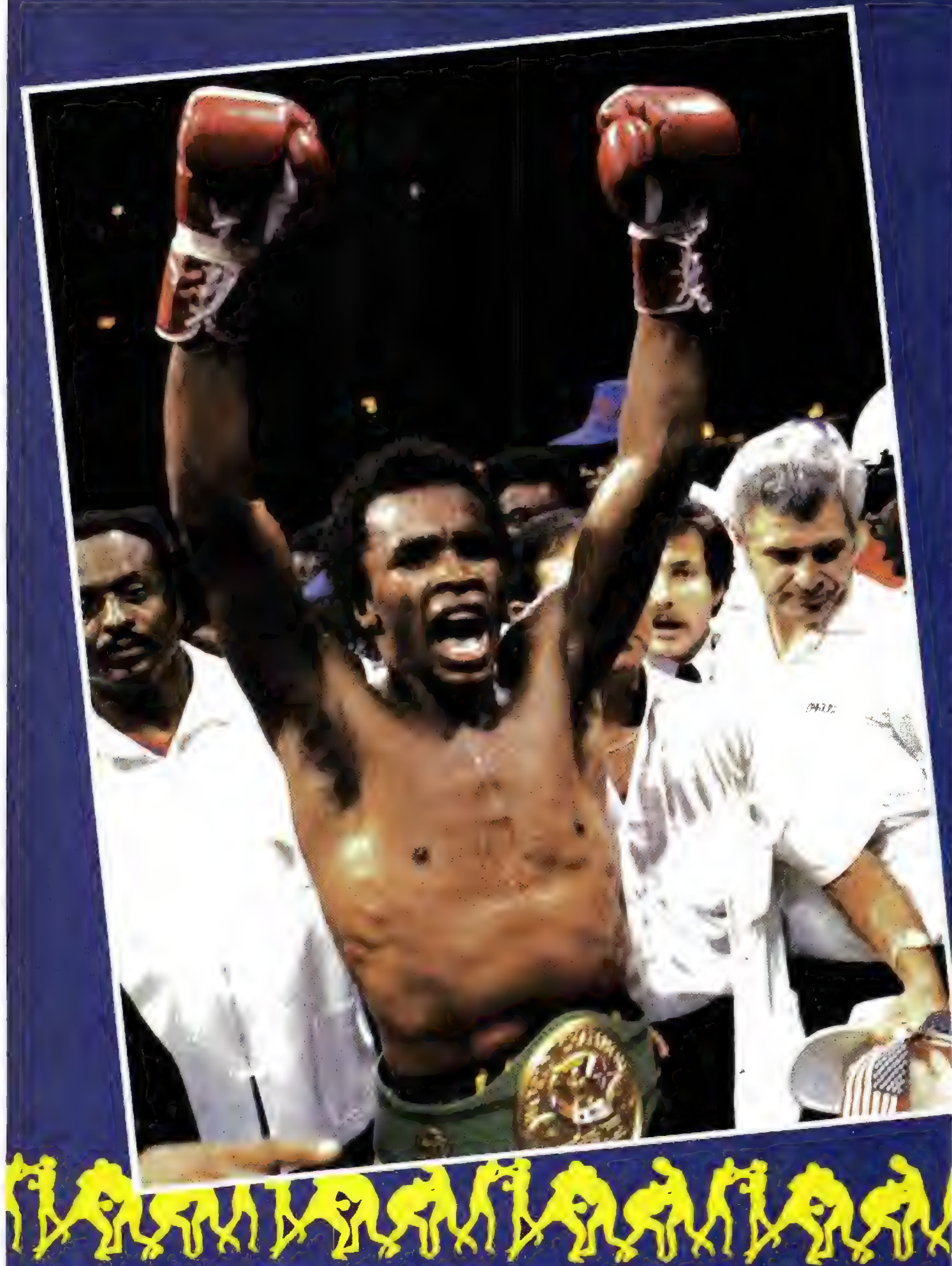












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# SUGAR RAY LEONARD IS HOST OF TV'S FIRST NATIONWIDE AMATEUR BOXING TOURNAMENT!

Sugar Ray Leonard -- World Welterweight titleholder, Olympic Gold Medalist, 3-time Golden Glove Champion, hero to today's generation and the most explosive personality to hit the sport's world since Muhammad Ali -- is star-host of 26 hours of non-stop action that pits teams of young fighters from various cities and regions across the country against one another.

The first television program ever sanctioned and supervised by the National Golden Gloves Association, Sugar Ray Leonard's Golden Gloves will be taped on location throughout the United States.

And Sugar Ray makes it all come alive -- the dreams, the pain, the glory -- with the kind of insight that can only come from someone who's already been there!

## *Sugar Ray Leonard's Golden Gloves*

26 Weekly Hours

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# MCA TV



49.3% of the U's. (There was also slippage in profitability among affiliates, dipping from 93% of affiliated V's in 1978 to 90.4% in 1979, and from 82.5% of affiliated U's in 1978 to 76.1% in 1979.)

But 1979 also found one independent, a V, among 10 stations with profits of \$15 million or more (before federal income tax); there were seven affiliates but no independents in that category in 1978.

The 1979 accounting also showed four independents, all V's, with profits in the \$10-million to \$15-million range, up from three in 1978. There were seven independents, including two U's, with profits between \$5 million and \$10 million, as compared with three V's and one U in that class in 1978. And six independent V's and eight independent U's made the \$3-million-to-\$5 million-profit class (down from nine V's and nine U's in 1978). In all, 21 independent V's and 33 independent U's showed profits in 1979.

In the losing column were six independent V's, the same number as in 1978, and 34 independent U's, a gain of seven over 1978. Five of the V's and 17 of the U's put their losses at \$400,000 or more—the largest loss category provided in the FCC table. In 1978, two V's and seven U's among the independents earned this unenviable distinction. In 1979 they shared it with eight affiliated V's and seven affiliated U's, as compared with five and four, respectively, in 1978.

## Improving the independent image is a profitable proposition

**Better quality entertainment shows, first-run specials and news programming are all factors in capturing more upscale advertising for indies**

The independent television station continues to make rapid strides in acceptance among advertisers and agencies although some skepticism remains about its suitability for upscale clients.

Agencies and national representatives agree that the upward thrust of independents can be attributed to one major factor: the improvement in quality of programming, largely a reflection of the availability of popular off-network programs and improvements in local news shows in a large number of markets.

The independents' advertising advance apparently continued in 1980. Art Elliot, vice president, marketing, Association of Independent Television Stations, reports that an audit by Arthur Young & Co. of more than 30 independent stations showed that in the first nine months of 1980 revenues had jumped by 20%.

Elliot says the independents' progress in the advertising sphere stems from im-

proved ratings which resulted from the upgrading in programming. Increased ad budgets, he continued, have come from packaged-goods advertisers while the upscale clients (airlines, insurance, banks, cameras) have been more reticent, although gains have been made in that sector.

Elliot contends that some agencies and advertisers still hold to the misconception that the independents' audiences are not as affluent or as well educated as those of affiliates, despite studies showing no significant differences in affiliate and independent demographics.

"What some agencies are saying is that our 25 is not the same as *The Waltons*," Elliot complained.

INTV has been working for the past several years to change agency attitudes, according to Elliot. Last year, he and his sales colleagues, John King in Chicago and Bob Cook in Los Angeles, made about 750 presentations to agencies and advertisers.

Not all agencies are snooty about independents. Gerald Baldwin, vice president and director of local broadcast purchasing/network radio, Young & Rubicam, New York, insists independents always have received a fair share of the agency's TV dollars.

"Today, more than ever before, independent stations are doing well," Baldwin says. "They have picked up good programs in access time; they have developed an attractive vehicle in Operation Prime Time and they have made progress in news, particularly with Independent Network News. In the process, the overall image of independent stations has improved."

William Tynan, president of Metro TV Sales, credits the accent on programming with having bolstered the advertising sales of independents. He believes that some

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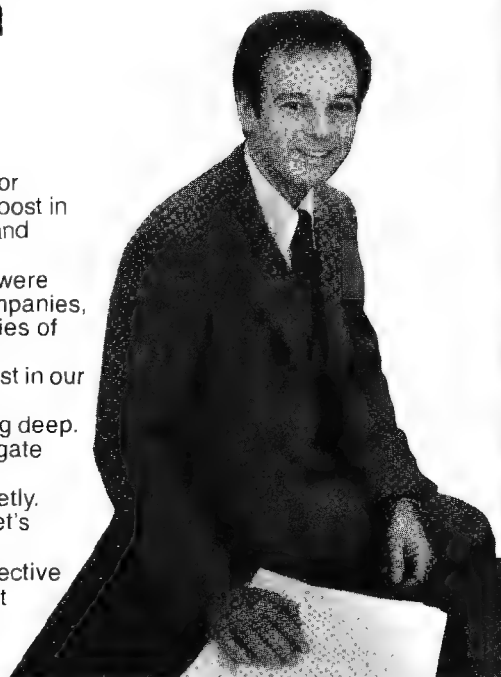
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Baldwin



Robinson

agencies still cling to the view that indies tend to be "blue-collar" stations but said this perception, more and more, is dissolving.

Tynan pointed to another factor that has helped indie advertising: the added salespower of many independent outlets in recent years and their more aggressive selling.

Providing a generally upbeat appraisal of



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Don't be left at the dock!



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The World's Leading Distributor  
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# HOME TEAM





# ADVANTAGE.



HITTIN' HOME fields a great new team:  
...headed by host Chuck Woolery.  
And...

**An all-pro player at every position!**

Cathy Cronkite: "hitting the road."  
Dr. Walter Dishell: minding family health.  
Art Linkletter: talking with kids. Barry  
Bremen: making daydreams come true.  
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And the HITTIN' HOME Chicken:  
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**An exciting new format that  
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HITTIN' HOME wows viewers with  
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It's a 60-minute strip hit as new as  
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HITTIN' HOME is a  
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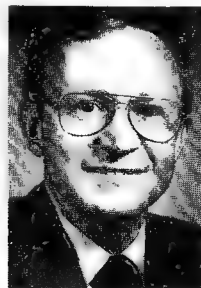
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dent stations could be stereotyped as basically children's channels—a characterization that never was fully accurate. However, children did build many independent-station followings, primarily in the afternoon. Today the conventional wisdom at those stations is being re-evaluated. The children's audience isn't being abandoned across the board, but many stations are sliding into adult or all-family programming a little earlier.

For the most part, those stations taking action have cut the "pure" children's block by about a half-hour, ending it at 5 or 5:30 p.m. and using the extra half hour or hour for situation comedies that will draw adults while retaining some child ap-



Salhany



Thurston

peal. As Don Lacy, assistant general manager and program director at KSTW(TV) Seattle (Tacoma) sees it, children still are necessary "for set control."

More extreme is the action taken by Metromedia's KTTV(TV) Los Angeles, which now has switched to the ranks of those independents making a direct programming pitch for adults in the afternoon. As of Jan. 5, KTTV dropped afternoon cartoons and replaced them with the *Odd Couple* sitcom and the *Mike Douglas* talk show. According to Bob O'Connor, KTTV's vice president and program director, the station is "looking to attract new audiences." Now that the transition has been made, O'Connor says, there is the potential down the line of developing afternoon adult programming at the station.

While KTTV's step may seem a bit drastic for many other independents, the dependence on children in the afternoon is being questioned on several fronts. Among the considerations is future advertising potential. Aside from the fourth-quarter holiday season, there are those who say, as one put it: "Kids' time rarely sells out." And given the trend towards the more expensive electronic games, other programmers wonder whether toy advertisers will shift budgets increasingly out of children's programming and into those blocks where they can make a more direct pitch to the adults.

Many programmers also claim that the demographics are changing in their markets and that the 6-to-11 age bracket is shrinking. Lucie Salhany, president of the National Association of Television Program Executives and programming vice president for the Taft Broadcasting group, has no intention of getting out of children's programming, but she has found in a couple of her markets that "kids are dropping out of the audience" and no in-

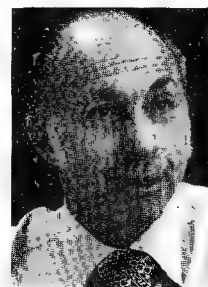
crease is seen in the immediate future.

Clyde Formby, operations manager and film buyer for KHTV(TV) Houston, claims to have been experiencing a drop-off in children in the ratings books for the past three to four years in his market. Formby mentions surveys he has seen attesting to the end of the baby boom's impact and an increase in small families. Furthermore, he says, many children now are no longer available for television viewing right after school in Houston because they are in nurseries or daycare centers or on school buses. Formby adds that many children "aren't getting home until 5 p.m." and that he has heard several other programmers say that 6-7 p.m. might be a better time to reach children than 4-5 p.m.

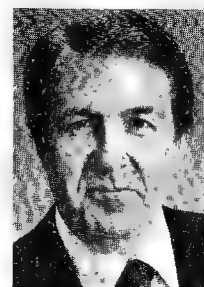
A drop-off in children's viewing isn't universally accepted. Barry Thurston, vice president-programming for the Field Communications group, for one, has seen "no significant trend in terms of the entire market" and says that children still are there "for the same time periods."

There does seem to be a consensus, however, on the first-run front: to expect more of it on independent stations. Richard Ballinger, the Metromedia group's vice president and director of programming, anticipates an increase in development for independents' prime time and a greater representation of first-runs in the programming mix. Ballinger cites *P.M. Magazine* play on Metromedia's WNEW-TV New York and KTTV as an example of the "new thinking in prime time."

Consortium efforts continue. OPT, for example, has five first-run specials for 1981 and 1982; a six-hour mini-series based on John le Carre's best-selling *Smiley's People*; a two-hour variety show, *The Way They Were*; *Further Adventures with the Gold Watch*, a four-hour sequel to the OPT hit; *Golda*, four hours based on the former Israeli prime minister, and



Masini



Hughes

*Goliath Awaits*, a four-hour disaster/science fiction vehicle. Those are in addition to repeats of previous OPT shows, as well as the first-run *Solid Gold* series.

The Program Development Group also keeps scouting for shows. Among its projects for possible late-night pick-up is a magazine strip. As Field's Thurston says, independent stations are "still trying to find the elusive replacement for *Mary Hartman*." Among others on the look-out is Gaylord Productions, which with Colbert Television Sales, is pursuing a late-night "thrillers" strip with Jack Palance.

The increase in first-run shows and



THE

# WINNER!

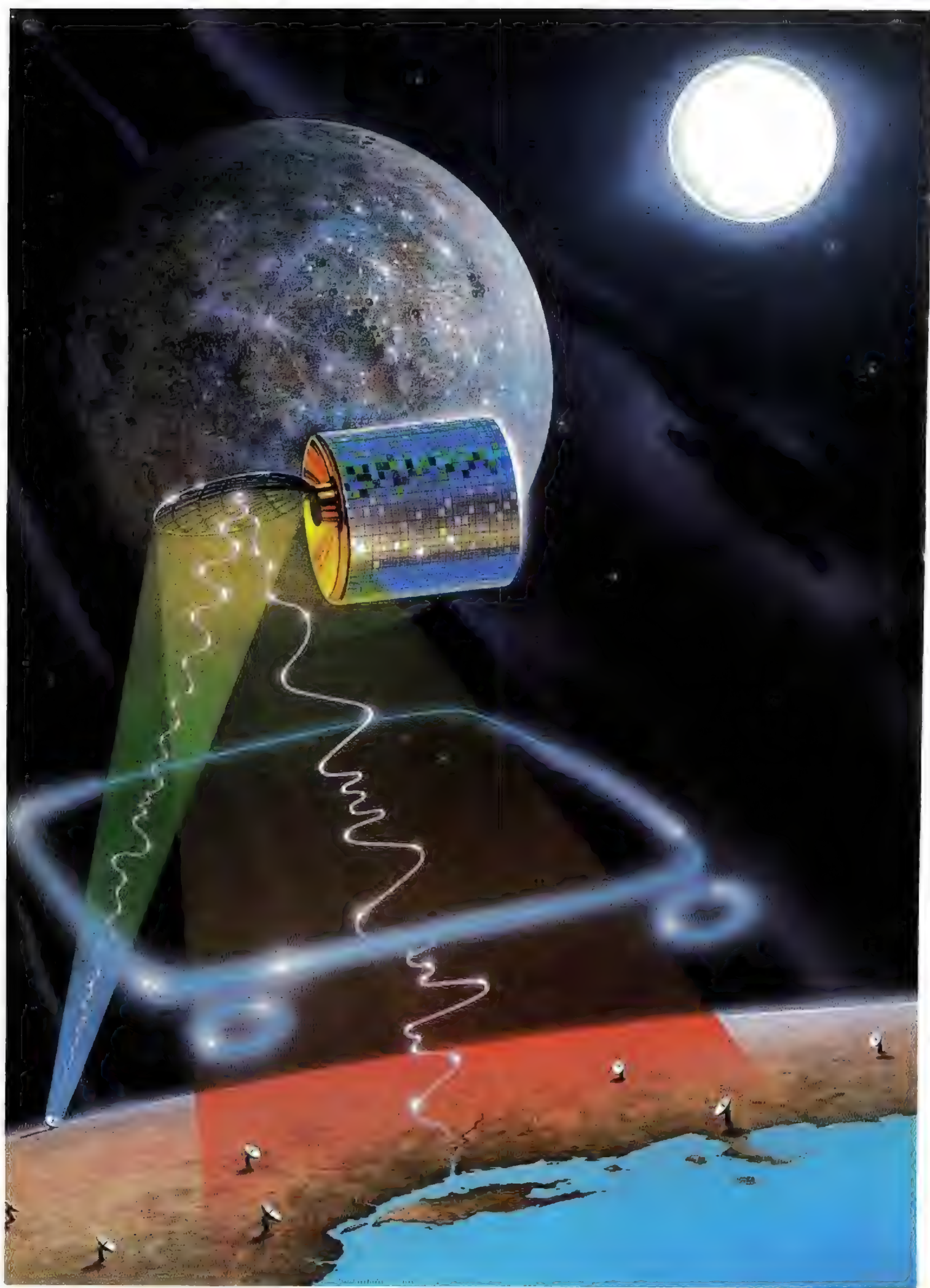
AMERICA'S #1 TOP-RATED TALK/VARIETY  
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	AVERAGE RATING	AVERAGE SHARE
<b>MERV GRIFFIN</b>	<b>9</b>	<b>25</b>
John Davidson	7	21
Mike Douglas	5	15
Toni Tennille	5	16
Average Talk/Variety Competition	6	17
<b>MERV'S ADVANTAGE</b>	<b>+50%</b>	<b>+47%</b>

Source: Nov. '80 NSI (Top 50 Affiliates Early Fringe 3-6 p.m.)

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One reason is economics. As a rule of thumb, it's five if by land, one if by satellite. For example, the terrestrial distribution of a one-hour, prime-time show from Los Angeles to New York would typically cost \$1,832. That same distribution by satellite, \$390.

Another reason for Westar's growth is uniform quality. Westar allows broadcasters to transmit programs instantaneously from one point to another or to many points. Even if those locations are across the continent. And reception is consistently high quality at all points.

With reasons like these, it's no wonder that the major networks are using more satellites. Or that the Public Broadcasting Service now has 270 stations receiving programming via Westar. Other program distributors, too, have realized the impact of satellite communications.

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John Lennon's untimely death last month saddened an entire generation, and it was evident all across the country that people wanted to experience the feelings and insight John's music gave us all.

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**You owe it to yourself  
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development, according to programmers, is based on economics. While off-network prices are said to have dropped somewhat, one programmer makes the comparison to gasoline, saying that "reasonable" prices now are just "relative" and still exorbitant compared to past years. Another programmer adds that "at one point, it was more economical to buy off-network; now it's cheaper [in many cases] to buy a first-run project."

But even when first-run and off-network episodes are priced at parity, there is a major difference making programmers more wary of the reruns: the extensive multiyear commitments necessary.

Although first-run development may now be a growing consideration in the independent programmer's mind, there are those like Al Masini, president of TeleRep and a prime mover behind OPT, who "don't think the attitude is strong enough." Masini too has been finding this a "very conservative time" due to the economy and also says he wouldn't have wanted to try to launch OPT today.

Masini believes that OPT "has made a dent" but that independents should not be "short-sighted" and need to do more development. He claims that with audience fractionalization on the increase, "you really have to be experimenting" because only those "with unique programming ideas will survive."

Whatever the amount of first-run material, off-network shows remain a vital part of the independent scene and there are growing signs that there are better times coming for companies with hours in syndication. Programmers report a shortage coming in half-hours but a full supply of hour shows. They add that hours, generally not quick sales, now can be picked up at a rate more attuned to the station's bottom line.

Tony Cassara, vice president and general manager of KTLA(TV) Los Angeles, adds that "the hour wasn't the problem"; rather that it was the plot. He says that his station has taken advantage of the action/adventure hours now available and claims double-digit ratings for *Kung Fu*, *Starsky and Hutch* and *Wonder Woman*, with *Charlie's Angels* coming up there in the fall and *CHiPs* bought a couple of years in advance. Taft's Salhany agrees that "independents are looking to get back into hours," noting for example the recent purchase of *Wonder Woman* at Taft's WDCA-TV Washington.

Still, KSTW's Lacy isn't alone when he says he remains "extremely leery of hour programs" on weekdays. His logic is simple: If the program doesn't work, an hour has to be replaced. The commitment is greater.

Conservatism apparently can go just so far. As KHTV's Formby comments, with prices high, "you can't take a gamble the way you used to." However, he acknowledges the marketplace irony: "You can't think twice about something because it may no longer be there."

Another growing programming element for independents this year has been news—particularly with the birth of Inde-

pendent Network News which will be having an affiliates meeting at the INTV convention. Launched by WPIX New York, INN now claims 46 affiliates for its prime-time newscast. At INTV, discussions will be held about a noon news program, the possibility of a weekly public affairs show and the inclusion of network editorials. WPIX's Richard Hughes, senior vice president, cites INN as a prime example of the expanding "availability of programming through satellite." Now the home of INN, WPIX no longer is the base for the Independent Television News Association. ITNA, a veteran supplier of news feeds to independents, continues, but since last year from WNEW-TV New York.

Of the programming opportunities expected to be opening up, cable is frequently cited. Fears about the lack of program exclusivity and competition remain with many independents but in many minds as well is the prospect of pursuing common goals such as an increased program supply. This especially becomes apparent as broadcast/cable crossownership increases and as broadcast groups form production companies and see cable systems as eventual clients.

Among those pursuing a closer programming connection is Field's Thurston who says he has had discussions with Home Box Office and Nickelodeon cable services. For programmers in both broadcasting and cable, he predicts there's "a natural marriage somewhere down the line."

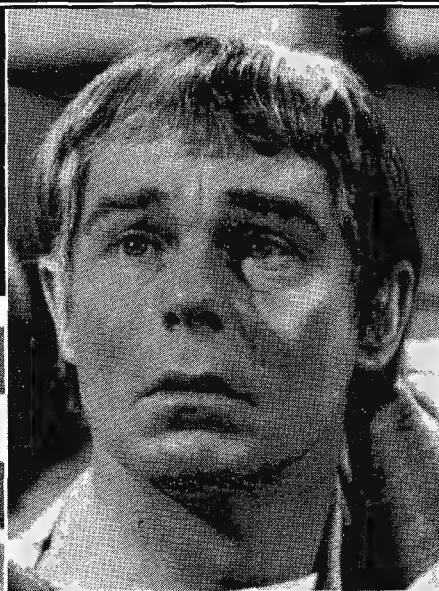
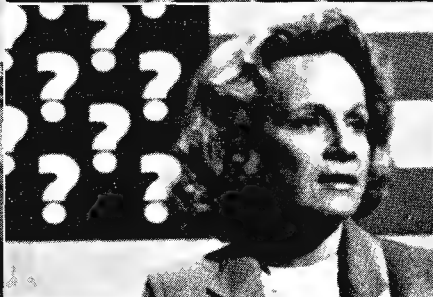
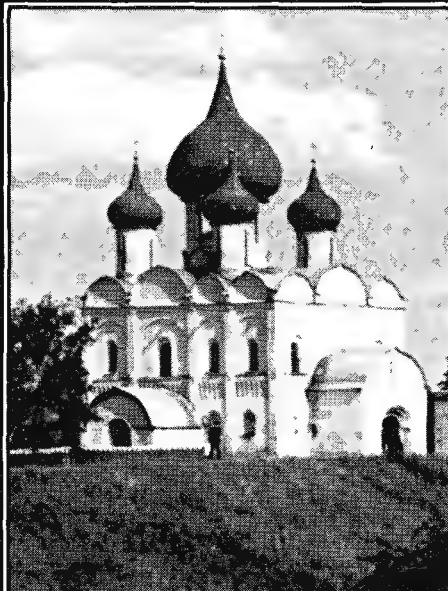
## Beating the drums for independents

**Promotion is taking on a larger  
role as indies vie for ratings  
with increasing aggressiveness**

Promotion, once considered a minor segment of independent television operations, has become a vital activity. As the job of promotion director becomes more diverse, and as competition from network affiliates and cable systems becomes more intense, the need for promotion intensifies, according to various directors at top market independent stations.

In New York, Metromedia's WNEW-TV uses a promo entitled "The Choice" to emphasize the "alternative" aspect of the independent station. This trademark was developed four years ago but is updated each year with variations in jingles and new graphic designs. This, according to WNEW-TV's Phyllis Seifer, gives the station a fresher look. The audience "associates us with this look as opposed to other independents." A great deal of promotion effort is also spent on nonnetwork originated programming like *The Tales of Hoffman*, *Die Fleidermaus*, *Angel Death* and *Scared Straight*. For these shows, extensive on-air promos as well as print ads are employed. To further stress channel 5 as "The Choice," Seifer adds, heavy promo-





## Something Special is happening in 1981.

In 1980, **Straight Talk**, **Nine on N.J.**, **Alcohol & the Adolescent** and WOR-TV's "On Air Look" won coveted awards at the N.Y. Film and TV Festival. More recently, **What's Happening America?**—WOR-TV's newsmagazine—was both a critical and viewer success with an EMMY nomination and national syndication. And **Apple Polishers** highlighted New York's brighter side so well that even N.Y.'s most famous "apple polisher", Ed Koch, took a shine to it.

But that was last year. We plan to maintain our leadership with the

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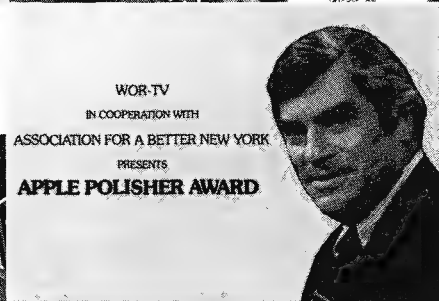
At WOR-TV, we're looking forward to 1981 as much as we looked forward to 1980.



**WOR-TV**

**RKO**  
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## Because Something Special happened in 1980.



WOR-TV  
IN COOPERATION WITH  
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**One Day at a Time** innovatively mirrors contemporary American life, drawing its humor from creating a portrait of real people in identifiable situations.

In its sixth network year, **One Day at a Time** remains solidly in the Top Ten among all shows. Such sustained popularity is unique in television, and, as with a cherished work of art, ensures continued endurance.

# One Day at a Time

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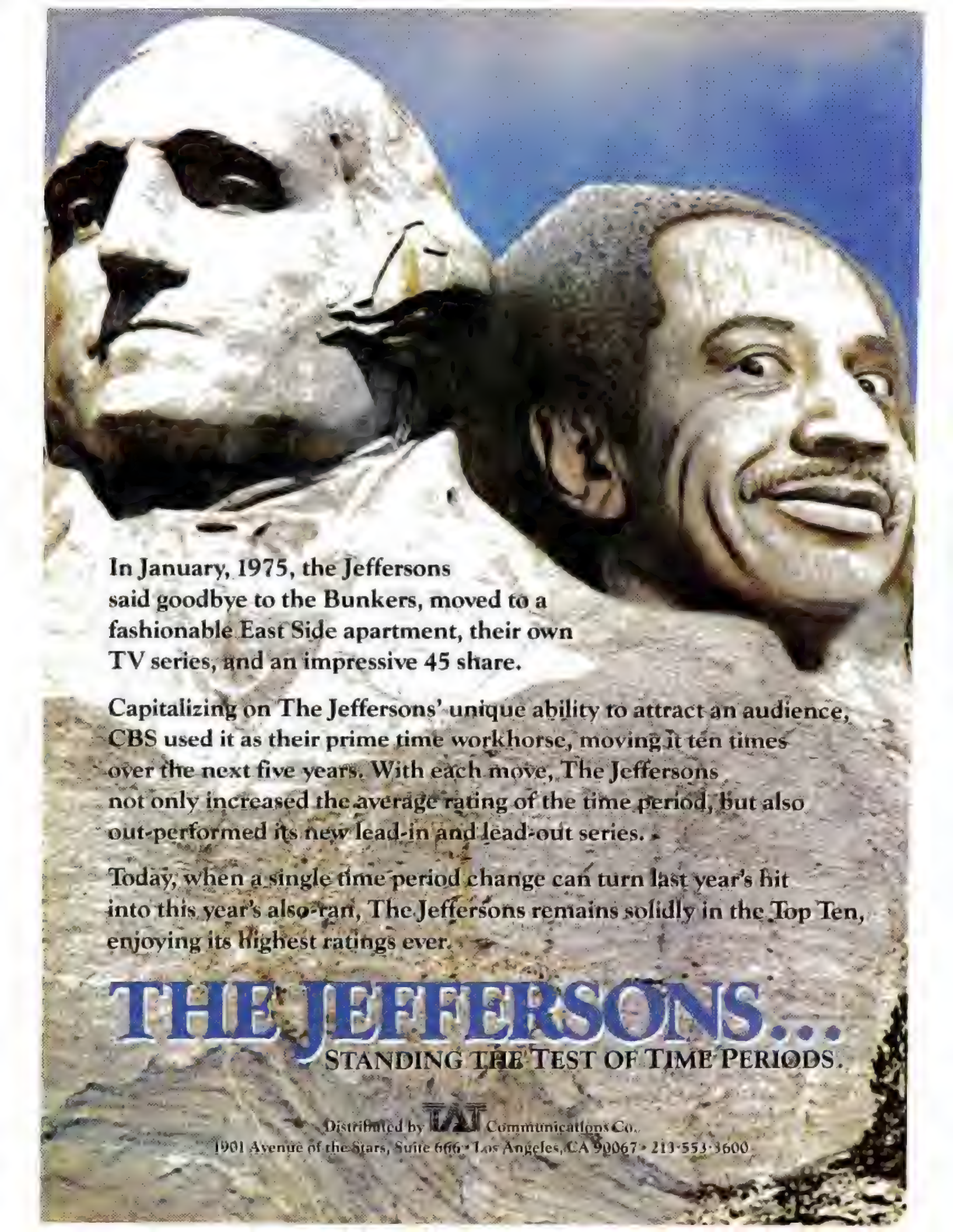






Robert  
Greenbaum





In January, 1975, the Jeffersons said goodbye to the Bunkers, moved to a fashionable East Side apartment, their own TV series, and an impressive 45 share.

Capitalizing on The Jeffersons' unique ability to attract an audience, CBS used it as their prime time workhorse, moving it ten times over the next five years. With each move, The Jeffersons not only increased the average rating of the time period, but also out-performed its new lead-in and lead-out series.

Today, when a single time period change can turn last year's hit into this year's also-ran, The Jeffersons remains solidly in the Top Ten, enjoying its highest ratings ever.

# THE JEFFERSONS...

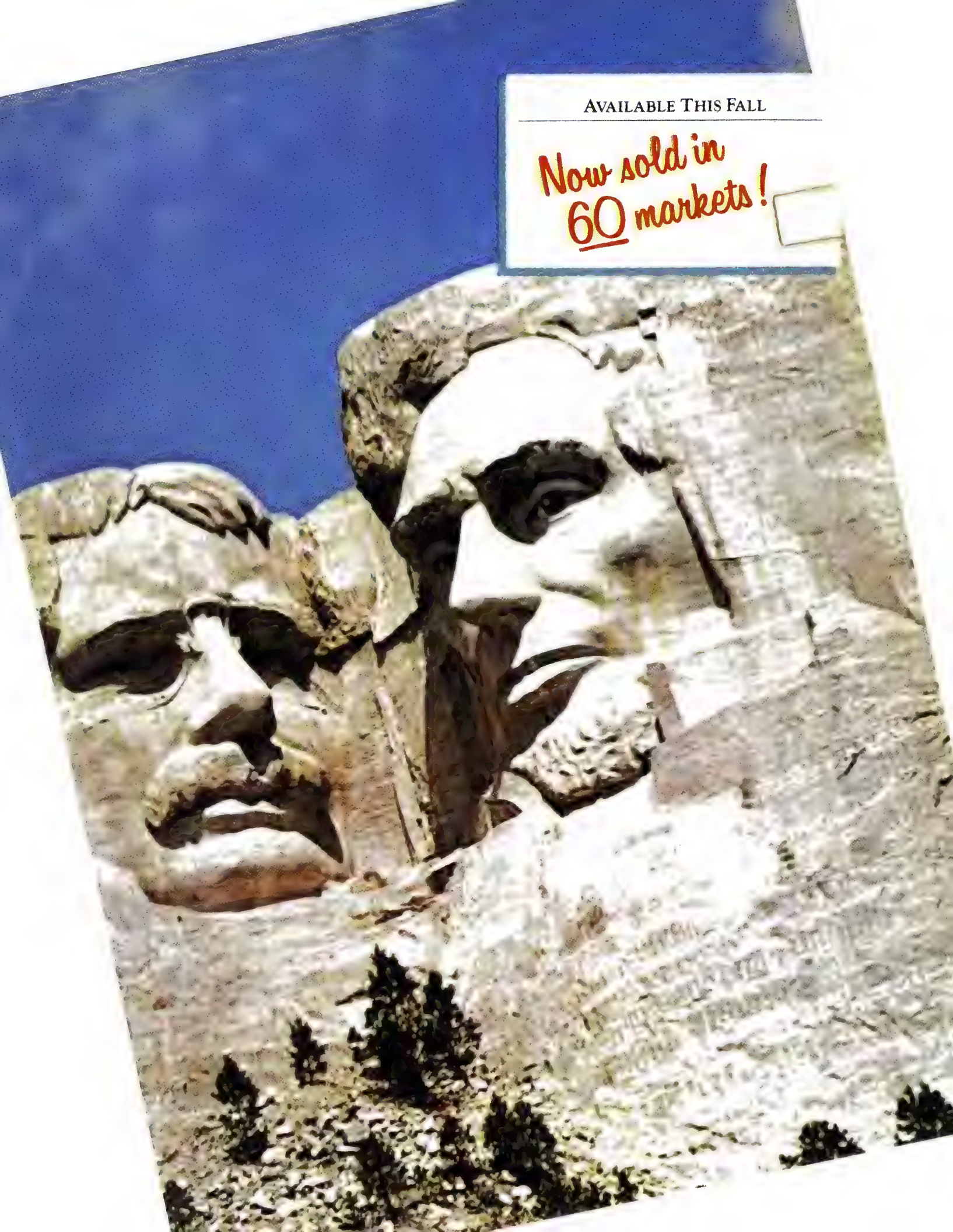
STANDING THE TEST OF TIME PERIODS.

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AVAILABLE THIS FALL

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60 markets!

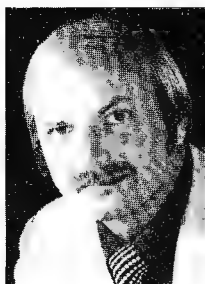




tion also goes into the 10 o'clock evening news, billed as New York's only full hour of news, one hour before the network-owned station newscasts, with a prominent local flavor.

Local is the key word for independent stations, and promotion departments take full advantage of this aspect. At WGN-TV Chicago, Bill Wills, manager of public relations and promotion, expresses the need to demonstrate a station's importance in the community. WGN-TV's bills itself as "Chicago's own TV station." Wills says that unlike affiliates, which the community feels are representative of New York or Los Angeles, WGN-TV gets involved with the state government, community groups and associations, and these activities have to be promoted. Noting that the job of promotion has expanded over the years, Wills looks back on his 13 years in the field and can remember a time when stations didn't even bother with print ads or billboards. Today, that has all changed, largely due to increased competition, says Wills. "The power of broadcasting in this market makes you get involved," and the "promotion person does the leg work," says Wills.

The competition factor, which weighs heavily on the minds of independent TV executives, is the main reason for the added interest in promotion. Barry Smith, promotion director at KTVU Oakland, Calif., sees "a great deal of value in this";



Wills



Pattison

it provides "an opportunity for the independents to look more like the networks." At his station, extensive promotion is used for specials and first-run shows like Operation Prime Time. For these shows "promos start four to five weeks prior to air date and build to a smashing crescendo," says Smith. Emphasis is also placed on the 8 o'clock evening movies, which compete with network prime-time programs. Considering the role of the promotion director, Smith says, what is needed is a clear understanding of public relations, advertising and programing. As the job grows, he continued, so does management awareness of its importance.

In the Indianapolis market, Joseph Logsdon, promotion head at WTTV Bloomington, Ind., agrees that other departments are relying more on the promotion people because "we're not only able to churn out the promotional

material, but we also come up with the creative angle to entice the viewer. The bottom line," according to Logsdon, is that "promotions will increase sales," and therefore the department is a viable and important part of the station.

Although there are indications that some promotion budgets are going to be much leaner in 1981 due to inflation and skyrocketing program costs, many station executives say that there won't be cutbacks in promotion departments. On the contrary, Richard Hughes, senior vice president of programing for WPIX New York, states the station's promotion budget has increased substantially. "We do a solid promotion job here," Hughes says, with extra support given to Operation Prime Time (which features three new shows for '81 and nine re-runs), Independent Network News, where the news program originates, and sports. INN, with hosts Bill Jorgensen and Pat Harper, is one of WPIX's prized possessions. With 46 affiliates to its credit, INN's success continues to climb. Hughes claims that the quality of the product makes it easy to promote. Another easy-to-promote offering is Yankee baseball. In this case promos only serve to inform about scheduling. "We don't have to sell people on the Yankees," says Hughes. Keeping the channel 11 call letters and logo in the public eye is a principal assignment for promotion. "The promotion director, at least in our case, is a very important executive at the station. He gets involved in everything," according to Hughes.

At Metromedia's KRIV-TV Houston, promotional manager Rod Adkins says: "One of the first things we were told when Metromedia bought the station," about two and a half years ago, was "programing, promotion and people are what make a station." Adkins said his budget has increased and goes up with inflation.

Pat Pattison, promotion head at WTTG Washington, sees an upsurge in promotional activity for independent TV stations. He finds this apparent particularly in print advertising. Pattison likens the local newspaper supplements and *TV Guide* to the Yellow Pages—both are packed with advertisements for TV stations, most of which are for independents, he claims. WTTG dedicates a great deal of promotional air time to its public affairs shows. Using 10-second teasers for programs such as *Panorama*, *Black Reflections* and *News Bag*, a news show presented by children for children, has proved effective.

Bill McLain, a long-time member of the Broadcaster Promotion Association and head of promotion for KSTW Tacoma, Wash., says a yearly gain of 10% in expenditures for promotions is needed to keep up with inflation. The best way to promote a station is on its own air, says McLain. At KSTW promos are run at least once each hour; that frequency is doubled during ratings sweeps. "We study an audience flow just as a sponsor would and cross-promote according to target groups." During inflationary times, McLain adds, every dollar must count, but no cutbacks should be made.

*This announcement appears as a matter of record only.*

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January 1981



# WGN TV9

is Chicago's <sup>#1</sup> independent.

Source: NSI, Nov. 1980

# WGN TV9

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## House Commerce Committee lineup tentatively set

**Dingell expected to be elected chairman; subcommittees may be changed; consumer protection may be abolished**

The Democratic side of the House Committee on Energy and Commerce, formerly the Committee on Interstate and Foreign Commerce, has been unofficially established. Members won't be confirmed until a caucus of the committee, tentatively scheduled for Jan. 27.

At that caucus, the committee is expected to define its subcommittees and elect subcommittee chairmen. Acting committee leaders are considering dissolving the Subcommittee on Consumer Protection and Finance, and expanding the jurisdiction of other subcommittees, including Communications, to undertake

the work the eliminated subcommittee would have done.

Energy issues remain a major concern for this committee, and members may decide at the Jan. 27 caucus to create two energy subcommittees to replace the present Energy and Power Subcommittee. Acting committee leaders have defeated a movement, spearheaded by Representative Jerry Patterson (D-Calif.), to remove energy altogether from the jurisdiction of the Commerce Committee. Patterson had tried to convince the House to create a committee which would be entirely devoted to energy.

An unofficial list of the Democratic members of the committee, listed according to their seniority, follows, with an asterisk appearing after names new to the committee this Congress: John Dingell (Mich.), James Scheuer (N.Y.), Richard Ottinger (N.Y.), Henry Waxman (Calif.), Timothy Wirth (Colo.), Philip Sharp (Ind.), James Florio (N.J.), Toby Moffett (Conn.), James Santini (Nev.), Edward Markey (Mass.), Thomas Luken (Ohio), Doug Walgren (Pa.), Albert Gore (Tenn.),

Barbara Mikulski (Md.), Ronald Mottl (Ohio), Phil Gramm (Tex.), Allan Swift (Wash.), Mickey Leland (Tex.), Richard Shelby (Ala.), Cardiss Collins (Ill.), Michael Synar (Okla.), and freshman members W.J. Tauzin (La.), Ron Wyden (Ore.) and Ralph Hall (Tex.).\*

A tentative list of the Republican lineup includes James Broyhill (N.C.), Clarence Brown (Ohio), James Collins (Tex.), Norman Lent (N.Y.), Edward Madigan (Ill.), Carlos Moorhead (Calif.), Matthew Rinaldo (N.J.), Marc Marks (Pa.), Tom Corcoran (Ill.), Gary Lee (N.Y.), William Dannemeyer (Calif.), Don Ritter (Pa.), Thomas Tauke (Iowa), Robert Whittaker (Kan.), and freshmen members Cleve Benedict (W. Va.), Thomas Bliley (Va.), Dan Coats (Ind.) and Harold Rogers (Ky.).\*

House minority leaders are vying for a higher ratio of Republicans on all committees than they had in the 96th Congress. If they succeed, the Energy and Commerce Committee could gain more minority members.

A decision on that ratio (currently 24-18) is expected this week. The ratio of Democrats to Republicans on the committee during the 96th Congress was 27-15.

The new committee has lost three members to other committees: Representatives Robert Matsui (D-Calif.), David Stockman (R-Mich.) and Thomas Loeffler (R-Tex.).

## Consultants not public figures

**Supreme Court lets lower ruling stand in Virginia libel case won by research institute**

Consultants may be an increasingly large fact of life in government. But that does not make them "public figures" or "public officials" in the working of the libel laws. The Supreme Court last week let stand a lower court ruling to that effect, and in the process made broadcasters and newspapers more vulnerable to libel suits by consultants.

The court acted in a case in which the Iroquois Research Institute, an Alaska-based, archeological consulting firm hired by the Fairfax County (Va.) Water Authority, sued a *Loudon Times-Mirror* reporter and an amateur archeologist for \$200,000 each.

The firm had been retained to advise the water authority on how to comply with two federal laws—one involving the environment and the other the preservation of historic landmarks—in connection with

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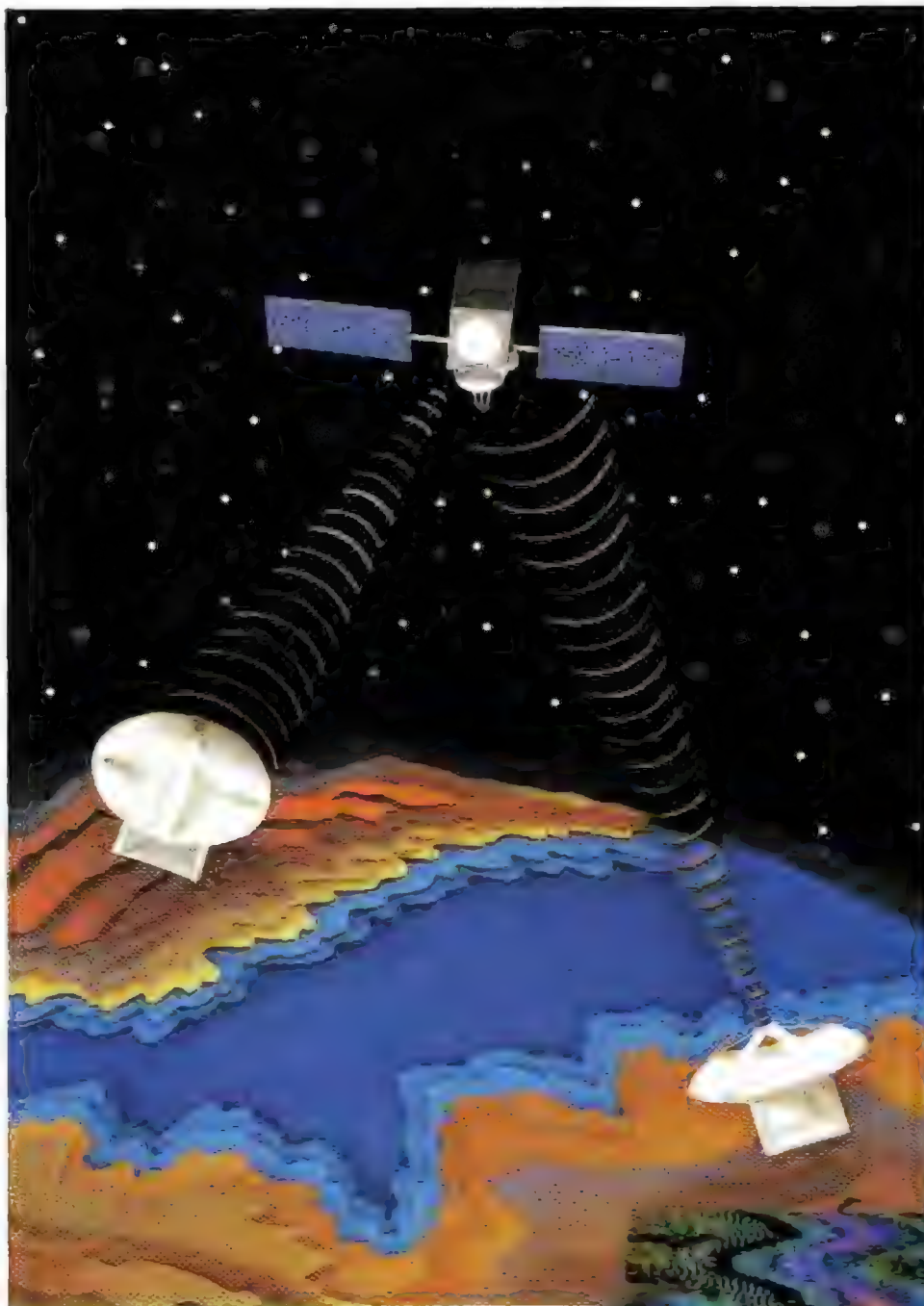
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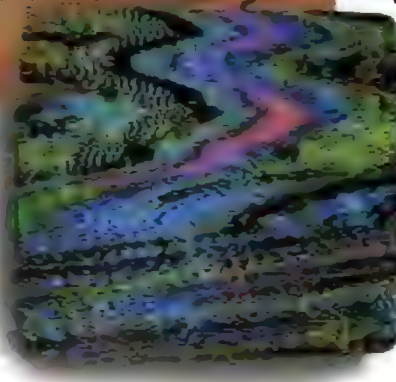
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# Dan Rather Gets Taken For A Ride

By Reed Irvine  
and  
Cliff Kincaid

Recently Dan Rather, one of the stars of the CBS program "60 Minutes," made the news when a cab driver in Chicago took the protesting newsmen on a wild ride through Chicago. The cabbie claimed Rather had refused to pay the fare, and he was looking for a policeman. Rather denied that. He said he couldn't understand the driver's strange behavior, but there was no doubt that he got taken for a ride that he didn't want.

The cabbie had been asked to take Rather to the home of a Chicago radio personality and author, Studs Terkel. Rather was going to interview Terkel for "60 Minutes." He eventually did the interview, and it was aired December 28. Rather got taken for another ride, this time by Terkel. This time he went along willingly.

Studs Terkel admits in his autobiography to a long history as a leftist radical. He says he probably contributed to half the groups that appeared on the Attorney-General's list of subversive organizations. We note that Terkel recently plugged a paper called "In These Times." Published by the far-left Institute for Policy Studies, this paper says its objective is to "build a popular movement for socialism."

This was not the Studs Terkel that Dan Rather presented on "60 Minutes." He came across as a kindly uncle, plugging his latest book. Rather did ask how he characterized himself. Terkel said he was "a radical conservative." He explained that radical means that you want to get to the root of a matter. He said he was a conservative because he wanted to conserve such things as the first amendment, clean air and "whatever semblance of sanity we have." Dan Rather, the hard-driving investigative reporter said not a word about the clash between Terkel's radical views and the conservative label that he applied to himself.

Terkel's antiquated liberal-left philosophy did come through when he explained what he believed to be the cause of street crime. It was all the fault of the lack of employment for black teenagers, he said. "Without full employment, there will be violence," he said. Dan Rather didn't question that pronouncement.

However, the same day this program was aired, a column in the New York Times by Albert Shanker, president of the American Federation of Teachers, revealed just how wrong Studs Terkel is about crime. Shanker described a British study which sought to explain why some children raised in poor neighborhoods engage in criminal conduct while others do not. The study found that lax parental discipline was a considerably more significant explanation of anti-social behavior than was the degree of poverty of the family.

This study found that in families where discipline was lax the delinquency rate was over seven times the rate for families where the parents were strict. It turned out that parental laxity was far more closely associated with child delinquency than poverty.

Terkel's outworn ideas about street crime exposed the phoniness of his effort to label himself a conservative. The whole episode damaged Dan Rather's image as an investigative reporter who delights in stripping away false images.

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*MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 777 14th St., N.W., Washington, D.C. 20005.*

---

the authority's plans to build a water intake facility on Lowes Island, in the Potomac river.

The plan was controversial, and in reporting on the dispute, the *Loudon Times-Mirror* published a story quoting the archeologist's critical remarks about Iroquois, which was said not to "have a good reputation."

U.S. District Court Judge Albert Ryan dismissed the suit before trial on the ground that the consultant firm was a "public official" because of its work for the government, and that there was no evidence of "malice" on the part of the newspaper. Under the standards earlier laid down by the Supreme Court, the consulting firm could not proceed.

The firm appealed, however, and the U.S. Court of Appeals for the Fourth Circuit reversed the lower court and sent the case back to it for trial. The *Times-Mirror* and news media generally urged the Supreme Court to review the case. They argued the appeals court's ruling would deter reporting on private consultants, even at a time when their growing role as government contractors was producing an increasing number of stories critical of consultants' work.

In another libel case, the high court left undisturbed a \$350,000 libel judgment former San Francisco Mayor Joseph Alioto won against Cowles Publications Inc., in connection with a story carried by Cowles's now defunct *Look* magazine, in 1969. The article alleged that the then-mayor had business dealings with members of the Mafia. The court awarding the judgment found that the article was false in asserting that Alioto had met with the Mafia figures in a San Francisco restaurant. Alioto denied the meetings occurred.

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## FCC gets slim increase in Carter budget

**Fiscal '82 allotment, which will be reviewed by Reagan, gives commission increase of \$400,000 and no new positions**

The FCC, along with other nondefense agencies of government, is heading for hard times in fiscal 1982 under President Carter's last budget request, which was submitted to Congress last week. The total request for the commission is \$82,167,000, only \$400,000 more than it is operating on in fiscal 1981, hardly allowing for inflation; more than that, the number of permanent positions authorized would be held to 2,110, or 151 fewer than the total authorized in fiscal 1980.

The last Carter budget, which provides for total outlays of \$739.3 billion and a deficit of \$27.5 billion, will be overhauled by the new Reagan administration before Congress begins serious consideration of any of the money requests. However, to



# The nominees for best actors are:

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Robert Blake	Bob Newhart
Milton Berle	Jack Nicholson
Marlon Brando	Laurence Olivier
Charles Bronson	Gregory Peck
James Caan	Sidney Poitier
Michael Caine	Robert Redford
David Carradine	Oliver Reed
Sean Connery	Burt Reynolds
Richard Crenna	Telly Savalas
Robert DeNiro	George Segal
Bruce Dern	Peter Sellers
David Doyle	Paul Simon
Jimmy Durante	Rod Steiger
Charles Durning	Spencer Tracy
Robert Duvall	John Travolta
Peter Falk	Dick Van Dyke
James Garner	Robert Vaughn
Ben Gazzara	Jan-Michael
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Arbitron Television Report for Sacramento-Stockton Market, November 1980. Audience estimates extracted for time periods shown. Subject to sampling qualification limitations included in full report.



what degree relatively small items, like the regulatory agencies, will be affected remains to be seen.

The commission had some ambitious hopes in initiating the budget process. It had asked the Office of Management and Budget for \$91,782,000 and a total of 2,395 positions for the new year (BROADCASTING, July 7, 1980).

Much of the proposed increase was to go for housekeeping items, but the commission had also hoped, in its personnel request, to obtain authorization to hire seven economists, one for each commissioner. OMB ignored the request, as it had a year earlier.

Among other items deleted by OMB was \$500,000 for the commission's proposed plan to reimburse members of the public who participate in commission rulemaking proceedings. The commission sought the money even though its rulemaking providing for reimbursement has not yet been completed.

The commission's domestic travel allowance was also cut, by \$23,000, from the 1981 allowance. However, OMB proposed a \$75,000 increase for foreign travel. Overall, the travel budget would increase, from \$1,093,000 to \$1,145,000. Absent from the budget were funds for the agency to relocate its offices—a controversial proposal the commission has yet to approve.

The austerity imposed by the President's budget was spread throughout the FCC, but the Field Operations Bureau took the heaviest blow. Its hopes for opening several new offices were dashed when OMB allowed it only \$17,972,000 for the new year, \$300,000 less than it received in 1981.

Most of the other bureaus received only slightly better treatment. The Broadcast Bureau was reduced from \$15,544,000 to \$15,270,000, and the Cable Television Bureau, from \$2,032,000 to \$2,018,000. The Common Carrier Bureau, carrying an increasingly heavy workload, would receive a slight increase, from \$14,167,000 to \$14,559,000. The Private Radio Bureau remains almost level at \$9,606,000, as does the Office of Science and Technology, at \$6,371,000.

OMB was kinder in responding to a commission proposal to establish an automated information network through which terminal-equipped commission offices will be linked. The cost will be \$800,000.

The National Telecommunications and Information Administration would also be given only a slight increase under the Carter budget. NTIA would be allowed \$17,817,000, some \$400,000 more than Congress provided for it in the current fiscal year. However, the total of permanent positions would remain the same—267.

The Federal Trade Commission is being treated with a somewhat more generous hand. It would receive \$77,941,000 under the president's budget, some \$3.6 million more than Congress has provided for the agency in the current fiscal year. The increase shows up principally in programs aimed at maintaining competition and protecting consumers. But despite the increase in funds, the agency's number of

permanent positions would remain fixed at 1,665.

In other broadcast matters:

■ The Voice of America, which broadcasts to countries around the world in English and 40 foreign languages, would receive \$111,370,000, some \$6 million more than Congress provided for it in the current fiscal year. The International Communications Agency, VOA's parent organization, would receive a substantial boost, of more than \$48 million, to \$478,442,000, including the Voice.

■ The Board for International Broadcasting would receive \$94,317,000 to fund Radio Free Europe and Radio Liberty, whose operations it oversees. RFE/RL broadcast to audiences in the Soviet Union and other Eastern European countries in 21 languages. The budget request would represent a cut of more than \$5 million from the \$99 million 1981 figure.

■ The Corporation for Public Broadcasting, which operates under an advanced-funding system, would receive \$187,000,000 in 1984, provided the necessary authorization bill is enacted. Congress voted a \$172-million appropriation for public broadcasting for fiscal year 1983, even though the advanced funding authorization provided for \$220 million. The \$172-million figure represented a \$10-million cut from Carter's original request; the White House called for cuts in a number of items, including the CPB proposal, in a budget-cutting exercise, in March.

## Continental brings \$80-million libel suit against Storer

Franchise claims to St. Louis suburb disputed in letter to city from competitor

Continental Cablevision Inc. has slapped Storer Broadcasting Co. with an \$80-million law suit, charging that it was libeled by a Storer subsidiary, Gateway Communications, during a battle for the cable franchise of a St. Louis suburb.

At issue in the suit are assertions made by Gateway about Continental's financial viability in a document circulated among the city council members of Florissant, Mo., before the council selected Gateway to receive the franchise last fall. In selecting Gateway, the council rejected the bids of Continental and a subsidiary of Teleprompter Corp.

Robert Luick, a partner in Sullivan & Worcester, which is representing Continental, said it's a case of per se ("it speaks for itself") libel. The document suggested that Continental did not have the wherewithal to build the system it was promising Florissant and the systems it had promised to build in other communities, Luick said. It also claimed, Luick added, that because of its financial instability Continental might

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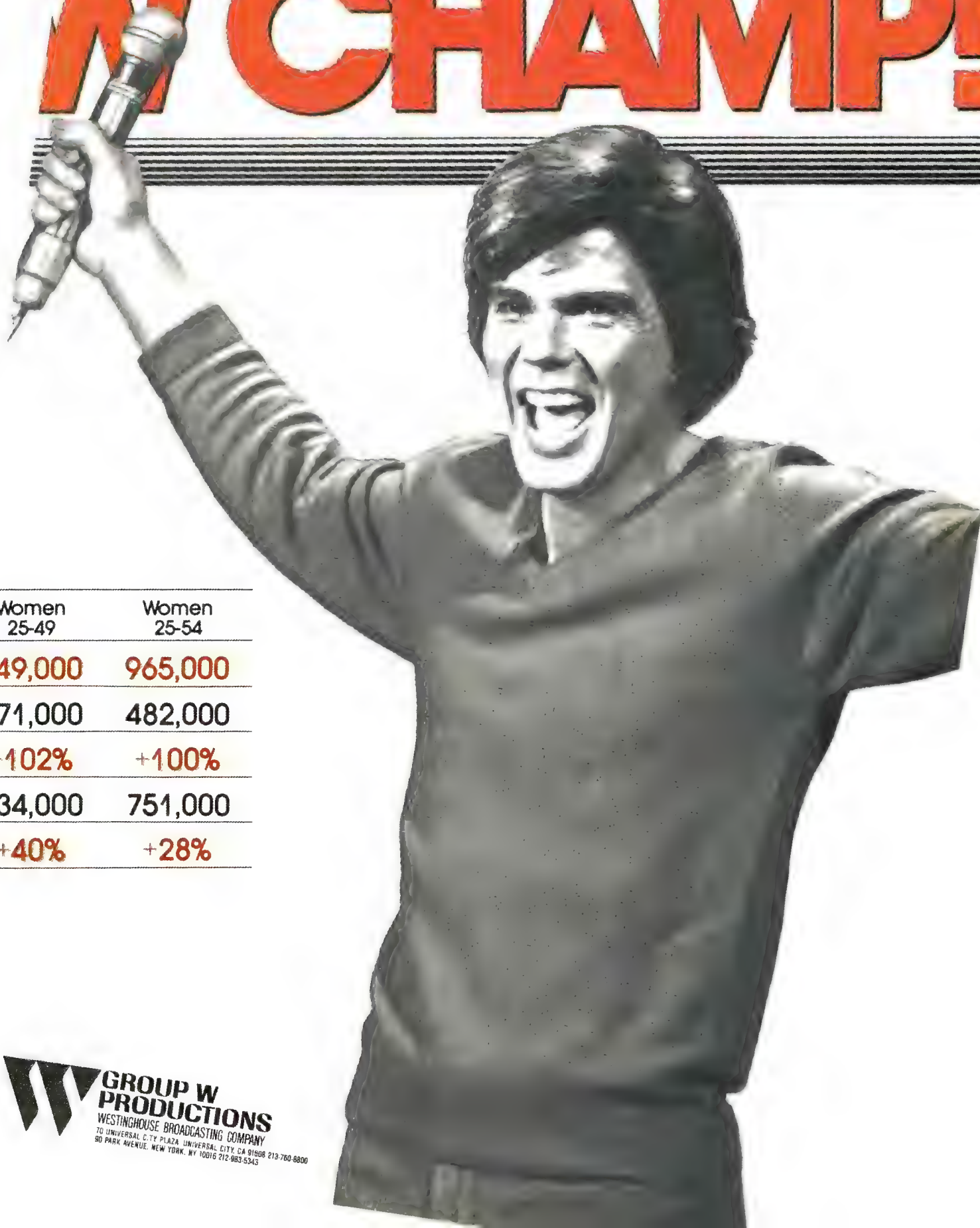
**What a winning difference John Davidson makes!**

	Homes	Total Women	Women 18-34	Women 18-49
<b>JOHN</b>	<b>3,200,000</b>	<b>2,811,000</b>	<b>577,000</b>	<b>995,000</b>
<b>Mike</b>	<b>1,576,000</b>	<b>1,273,000</b>	<b>300,000</b>	<b>512,000</b>
<b>JOHN'S Advantage</b>	<b>+103%</b>	<b>+121%</b>	<b>+92%</b>	<b>+94%</b>
<b>Merv</b>	<b>2,797,000</b>	<b>2,431,000</b>	<b>356,000</b>	<b>688,000</b>
<b>JOHN'S Advantage</b>	<b>+14%</b>	<b>+16%</b>	<b>+62%</b>	<b>+45%</b>

Source: NSI Cassandra November 1980  
Audience figures are estimates subject to the  
limitations of the techniques and procedures  
of the service noted.



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Women  
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## Washington Watch

**Meeting of minds.** Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) and ranking majority member, Senator Harrison Schmitt (R-N.M.), informed Secretary of Commerce-designate Malcolm Baldrige last week that they soon expect to be in touch with him about telecommunications policy. During confirmation hearings last Monday before Senate Commerce Committee, Goldwater asked Baldrige to study how extensive policymaking role he expects National Telecommunications and Information Agency to have under new administration. Goldwater also commented that FCC is "way, way away from what the intent of the Communications Act creating it was." Schmitt told Baldrige the Commerce Committee "would certainly be exploring in some detail" with him communications policy and technological explosion that has outdated 1934 act. Baldrige's briefing from committee included remark from freshman Senator Bob Kasten (R-Wis.) that chairman and many members of committee feel they "may well be the deregulation committee for the next several years."

**Eye on Rio.** National Association of Broadcasters has received permission from Secretary of State Edmund Muskie to send observer to meetings of Inter-American Telecommunications Conference (CITEL) broadcast working group and panel of experts, scheduled to convene in Rio De Janeiro during weeks of Jan. 19 and 26. Representing NAB would be Wally Johnson, executive director, Association of Broadcast Engineering Standards and former FCC Broadcast Bureau chief. Outcome of CITEL and panel of experts meetings could influence Region 2 conference on AM broadcasting in November.

**NTIA moves.** Dale Hatfield, associate administrator of National Telecommunications and Information Administration, has been named acting assistant secretary of commerce to head NTIA pending appointment of permanent assistant secretary by new administration. Hatfield, who is in charge of NTIA's policy analysis and development section, in Boulder, Colo., takes over as acting head of NTIA today (Monday), in wake of resignation of Assistant Secretary Henry Geller. Hatfield's appointment, made by Commerce Secretary Philip Klutznick, was cleared with Commerce Secretary-designate Malcolm Baldrige. Hatfield has served in Commerce Department, FCC and White House posts during Republican administrations, and is known to be candidate for permanent appointment ... In another NTIA personnel matter, Gregg Skall, general counsel, has resigned to become partner in Washington law firm of Blum & Nash. His resignation is effective Jan. 26.

**FOI victory.** U.S. District Court in Washington has ordered Small Business Administration to turn over to NBC News Washington correspondent Carl Stern names of three SBA officials found guilty by agency compliance officers of racial and sexual discrimination. Decision, considered Freedom of Information Act victory, upset government claim that "right of privacy" shields public officials from being named in connection with alleged misconduct in performance of duties.

merge with a larger company.

The suit was filed in the U.S. District Court of Boston, Continental's headquarters city, on Dec. 31, 1980. Storer has 20 days from the day it is served with the suit to respond. (According to A.A. Church, Storer's general counsel, an officer of New Boston Inc., the Storer subsidiary that is licensee of WSBK-TV Boston was served with the suit on Jan. 5, but there is some question whether Storer has been properly served. The suit might have to be served to an officer of the parent corporation, not a subsidiary, Church said.)

The \$80 million that Continental is seeking, Luick said, is for exemplary and punitive damages as well as for the estimated loss of revenues from Florissant and other communities where Continental may lose franchises because of the alleged libel.

Church said the suit "was completely without merit. Everything the letter said was based on our own research and it's all true." He is still studying the complaint, which he received informally from Continental, and said he didn't "want to get into what will be presented as evidence"

in Storer's defense.

The council of Florissant selected Gateway to receive the franchise to serve the town's 17,000 homes on Nov. 24, 1980.

The other runner-up in what came down to a three-way contest was Telcom Cablevision Inc., 80% owned by Teleprompter. Gateway received five votes, Continental and Telcom split evenly the other four. According to city clerk Carol Fritschie, the ordinance formally naming Gateway as franchisee and spelling out the terms of the franchise will not be voted on until Jan. 29. Despite the suit, Fritschie anticipates that the franchise ordinance will pass without any problem. (The Continental suit does not seek to affect the franchise process in the city.)

Continental operates 97 systems in 10 states, serving about 350,000 subscribers. It is privately owned, principally by its chairman, H.I. Grousbeck, and president, Amos B. Hostetter, a former chairman of the National Cable Television Association.

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\* November Nielsen 1980 Report  
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21% share of women 18-49 TSA sign on to sign off

# NTIA for, Justice against, CBS's cable ownership

**Turner and public interest groups also oppose network's petition; NCTA 'not opposed'**

NTIA and the Justice Department came down on opposite sides of the fence on CBS's request for a waiver of the FCC rule prohibiting network ownership of cable television systems (BROADCASTING, Dec. 15, 1980; Jan. 12).

In comments to the commission, Justice opposed the waiver, contending that it would hinder competition and diversity, while the National Telecommunications and Information Administration argued that network entry into cable would give that industry an economic and competitive boost. Also supporting CBS was NBC. Others opposing the petition were the Turner Broadcasting System and several public interest groups. The National Cable Television Association said it was "not opposed" to the waiver request.

CBS asked the commission to let it into the cable television business on a "limited entry basis"—permitting it to own cable systems with total subscribers not exceeding the lesser of either one half of 1% of the total number of U.S. subscribers or

90,000 subscribers. It said that network entry on that limited basis would foster the commission's policies of encouraging the development of new technologies and provide increased competition within the cable field.

It also noted the conclusion of the commission's special network inquiry staff that the cable industry is highly diverse and that therefore CBS could not gain market power with ownership of cable systems with subscriber lists totaling a mere 90,000.

It also requested expeditious action on the petition because of reports that all of the available franchises will have been awarded within two years.

Justice argued that CBS "ignored" the impact that network cable ownership could have at the local level. For example, it said that in a market where CBS had an affiliate and owned a cable system, the network could use the "exclusionary power" of that cable system "to deny access to programmers whose product would compete for the same audience" reached by CBS's broadcast affiliate in that market.

Justice also argued that CBS "has not demonstrated that cable ownership is necessary to CBS to develop cable technology or cable programming," and said the network could just as easily do that "by entering into contracts with individual cable systems for testing and development of new technologies and programming."

It also said that the CBS petition goes to

the "basis of the crossownership rule rather than special circumstances," and should therefore be treated in a rulemaking proceeding and not a waiver petition.

NTIA supported the substance of the CBS petition, in that "the entry [into cable] of networks like CBS would create additional competition, providing another choice for franchising entities, supplying investment so greatly needed in this most capital-intensive field; facilitate the introduction of new services and technologies such as teletext, and further promote the introduction of new cable networks."

It agreed with Justice, however, that the issue should be resolved in a rulemaking which in the end, it said, "should repeal the rule." It also emphasized that the action should be "speedily undertaken" to enable the networks to get into franchise bidding as soon as possible.

NBC supported the CBS proposal and urged that "any waiver granted CBS should be applied equally to NBC and ABC." It said the rule banning networks from cable system ownership "disserves the public interest and should be repealed." It cited the network inquiry staff's conclusion that the rule "only seems to have foreclosed integration [of the cable industry] that could enhance efficiency and lower the price and increase the quality of cable service."

NCTA noted that the rule against network ownership of cable was established to prevent an undue concentration of power over the production and distribution of cable television programming by the broadcast networks. "Given the highly competitive and decentralized nature of the cable industry today," said NCTA, "the object of the rule would be unaffected by a grant of the instant waiver." It said, however, that its position was premised on the "understanding that the overall objectives of the crossownership rules will remain unaffected thereby," and that NCTA would "oppose the adoption of any decision by the commission the effect of which would be to restructure the network-cable relationship."

Turner said that network ownership of cable systems "would have the overall effect of reducing the number of outlets available for cable programming . . . Networks would have a natural inclination to transmit their own programming on their cable systems," to the exclusion of other cable programmers.

Turner noted that if CBS were allowed to acquire as many as 90,000 subscribers, "it would become the 34th largest cable operator in the United States. A grant of CBS's request would make it a major MSO overnight and it would be well on its way to becoming a dominant force in the industry."

Comments filed on behalf of several public interest and minority groups by Public Advocates Inc.—a public law group based in San Francisco—said that a grant of the CBS petition would "diminish competition, adversely affect creative programming and help maintain the partial invisibility of minorities within the media,"

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# Programing

## NBC reaffirms faith in Silverman; new TV entries

**NBC president supported at network press tour, but sources say he may step down if ratings don't improve; Tartikoff describes new shows, projects in progress**

"Fred Silverman has no intention of leaving NBC. NBC has no intention of Fred Silverman leaving, nor does RCA." That was the official pronouncement of NBC-TV President Robert Mulholland at a gathering of TV critics and reporters in Los Angeles last week (Jan. 10-12). But in informal conversations at the Century Plaza hotel meeting, lower level NBC-TV associates confirmed that Silverman sees the next three months as a critical time for him at the network.

Profits at NBC have dropped from \$153 million to \$70 million between 1977 and 1980. There has been speculation that Silverman, head of the company since 1978, will voluntarily step down if NBC's ratings don't improve soon. In informal conversations with reporters at an NBC hospitality suite, however, Silverman declined to speculate on his future with the company.

Mulholland tried to put the best face on the current ratings picture (NBC has trailed CBS and ABC for five years), stating: "The three networks are closer today in ratings than they have ever been. From Sept. 15 through Jan. 8, seven-tenths of a rating point separated the three networks—with NBC in second place. NBC is averaging an 18.1; CBS has an 18.6; and ABC is 17.9." NBC contends the season started Sept. 15, while the other networks pegged their official start-ups in late October, citing delays caused by the actors' strike. Mulholland also cited an NBC study indicating most CBS and ABC series ratings are down since 1978 (for series still on the air), while NBC has about as many improved series as weaker ones. According to the report, NBC has 14 of 22 prime-time hours in which programing has been averaging a 30 share and/or winning the time period. The two poorest performers are Walt Disney's *Wonderful World* (which has been dropped) and the *NBC News Magazine* (up against CBS's *Dallas*).

"I will remind you," Mulholland added, "NBC is now in the middle of what can be considered its fall premieres. We still have seven programs to debut."

The seven new series, along with three

others (*Lobo*, *Flamingo Road* and *Sanford*) introduced within the past two weeks, are apparently what Silverman is pinning his hopes on for improvement in the NBC ratings. The new programs still to premiere are *Harper Valley PTA*, *BJ*, *Buck Rogers*, *Nero Wolfe*, *Hill Street Blues*, *Walking Tall* and the *Gangster Chronicles*.

Pleading with the press not "to be carried away by cable," Mulholland insisted that "prime-time network programing remains by far the first choice of viewers," even those in pay cable and basic cable homes. He added that "there is no indication that will ever change."

NBC Entertainment President Brandon Tartikoff followed Mulholland on the podium, detailing the network's programing strategy for the coming months. His announcements included:

- The next installment of *Live From Studio 8-H*, on April 27, will be an investigation of 100 years of American popular music hosted by George Burns and performed by The Orchestra, 85 studio musicians led by conductor Jack Elliott. Also performing in the two-hour special will be Paul Simon, Steve Lawrence and Edie Gorme, Sarah Vaughn, Henry Mancini and Gregory Hines.

- *The Steve Allen Show*, introduced during NBC's "Phase Two," has not been canceled and is being considered as a fall series.

- Angie Dickinson, who starred in NBC's *Policewoman*, will return in the fall starring in a comedy about a divorcee entering the job market for the first time. The show is the first in NBC's deal with Johnny Carson Productions.

- NBC is considering various options to fill the Sunday night slot being vacated by *Wonderful World of Disney*, and has contracted with actor/writer Michael Landon to develop "a project focusing on children."

- The first *Project Peacock* special aimed at children and their families will air Feb. 8, featuring "The Big Stuffed Dog," a one-hour comedy/drama written by Peanuts creator Charles M. Schulz. Eight other shows are in production.

- Merlin Olsen and Patty Duke Astin star in a series being considered for fall 1981 to be developed by Michael Landon, portraying Olsen as owner of a ranch in the 1870's and Astin as a teacher of children living there. The ranch serves as an orphanage.

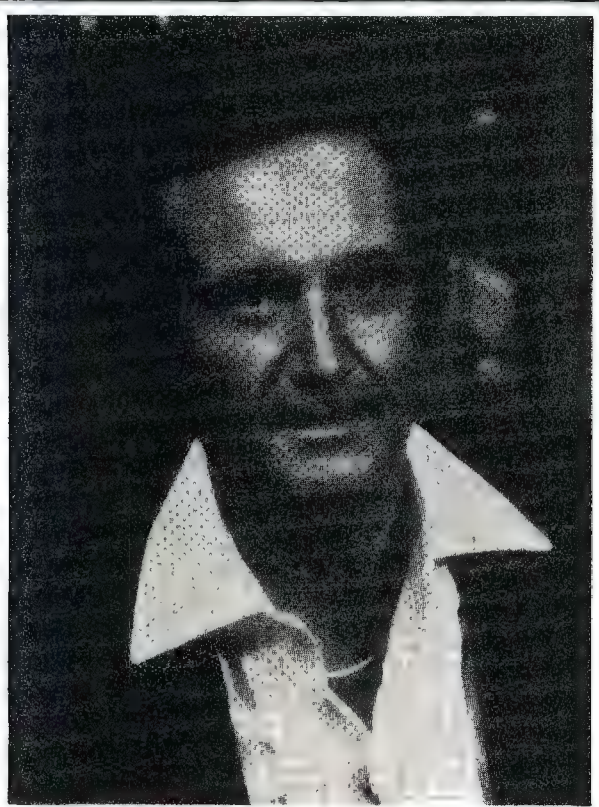
- The theatrical film, "Animal House," has been scheduled for airing on NBC during the February sweep period. It ranks 13th on *Variety's* list of all-time box office hits.

- Entertainment reporter Rona Barrett will begin a show business segment on



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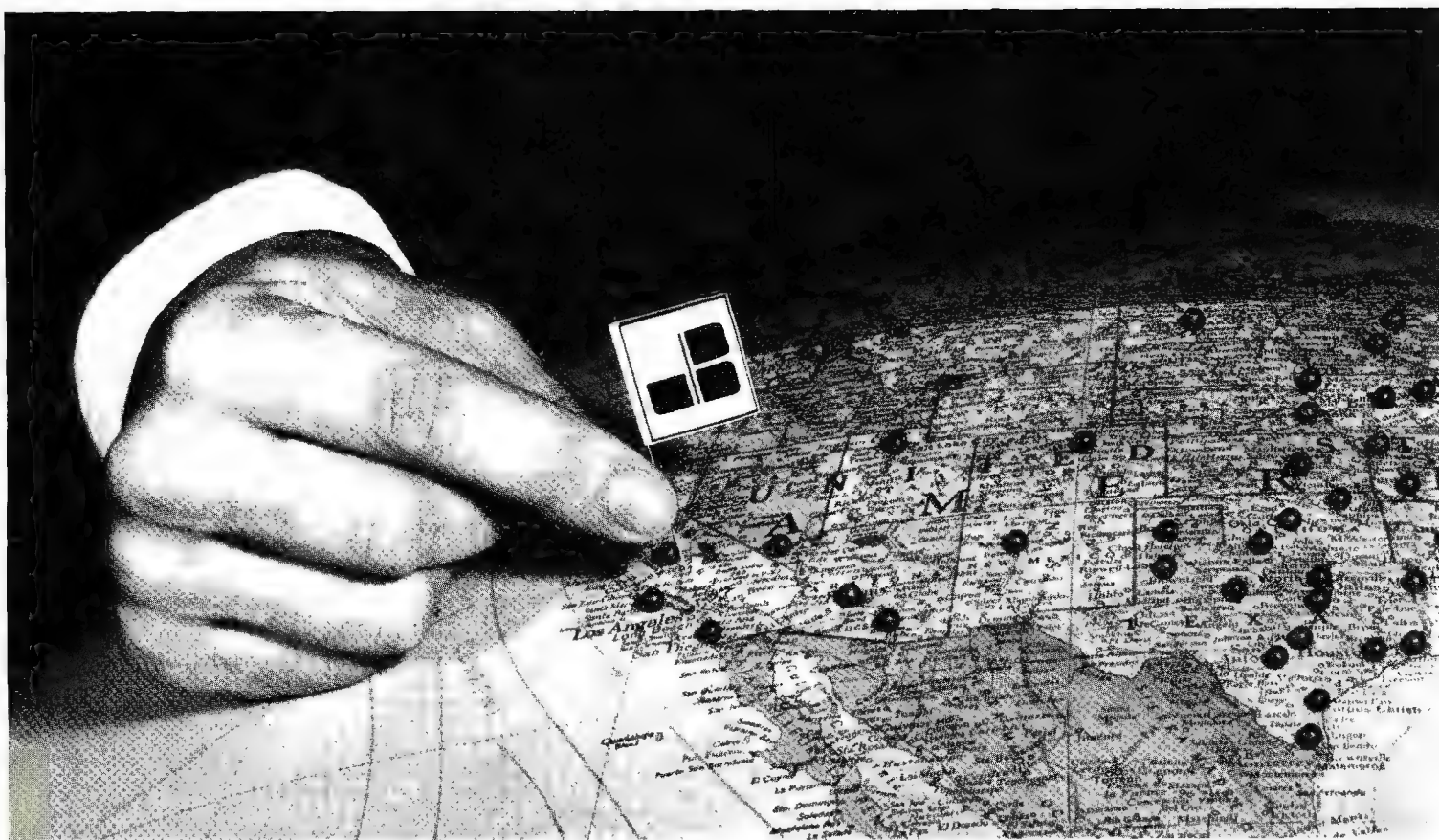
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NBC News's *Today* show beginning Jan. 27. NBC News President William Small indicated he intends to keep host Tom Brokaw on the program when Brokaw's contract comes up for renewal this spring.

■ Small said NBC's plans to introduce a half-hour news program during the daytime schedule have been put on hold due to the network's poor daytime ratings. Small said the disastrous performance of last year's *David Letterman Show* cost the network many affiliates in that time period and NBC believes it is unwise to introduce a new program now (a news show had been slated for August of this year).

■ Small conceded the coming retirement of Walter Cronkite as CBS's top anchorman represents "an important

change" affecting network news audiences, suggesting they may be tempted to "taste the product" offered by NBC and ABC. Small indicated, however, he does "not expect a dramatic drop in CBS's ratings" after Cronkite's departure.

■ Tartikoff said NBC, in anticipation of a possible strike by Hollywood writers, directors or both this spring, is ordering series scripts for all of next season on some of its shows and may begin production on them as soon as episodes for next fall are completed, rather than after June 1 (the target date for such a strike).

■ NBC's executive sports producer, Don Ohlmeyer, in a separate session, said pay TV and pay cable are threats to the future of sports broadcasting and should

be considered as such by the audience. "When the day comes that you can't turn your set on Sundays and watch football without paying \$5 for the game," Ohlmeyer told the television press, "that's a threat."

## Monitor

**First for year.** ABC's *Good Morning America* claims early-morning victory for 1980 with yearly average of 5.2 rating and 29 share compared to NBC's *Today* with 4.9/27 — said to be first year. *Today* has fallen from dominance since it was launched in January 1952.

**New partners.** Ralph Edwards, known best for game and panel shows, has signed production and development deal with Columbia Pictures Television. In another arrangement (nonexclusive), Filmation will be drawing from CPT library of films and TV programs to produce animated shows that CPT will distribute. Elsewhere, Stigwood-Yellen Productions has been formed pairing Robert Stigwood, chairman of Stigwood Group, with Linda Yellen, executive producer of CBS-TV's controversial *Playing for Time*. Two-year pact covers movies and TV.

**Mobil mini-series.** Negotiations are said to be under way for additional properties, but already on Mobil's 1981-82 television schedule are six mini-series. Five go to Public Broadcasting Service: *Love in a Cold Climate*, *Drake's Venture*, *A Town Called Alice*, *Reilly* and *The Search for Alexander the Great*. Syndicated Mobil Showcase Network on commercial television will feature *Winston Churchill: The Wilderness Years*.

**Play.** "The Elephant Man," will air next season as first of *ABC Theater on Broadway* specials. Network is working with Marble Arch Productions. TV performance will include Philip Anglim and Kevin Conway from original Broadway cast.

**Public 'Playhouse.'** Major new drama series is planned for public television in 1981-82 by four-station consortium of KCEI-TV Los Angeles, South Carolina Educational Television Network, WGBH-TV Boston and WNET-TV New York. Called *Playhouse*, series will be of varying lengths and will be funded by grants from Corporation for Public Broadcasting, private sources and stations not affiliated with consortium. In total \$2 million is being made available by CPB for dramatic program production by stations and independent producers, and programs receiving these grants could be broadcast on *Playhouse* in 1981-82 season. Additional \$2.5 million CPB grant is contingent on consortium's ability to raise \$4 million in additional funding from public TV stations. If challenge is met, total of \$8.5 million will be available to support dramatic production in 1981-82.

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## Ratings Roundup

Score another for CBS-TV. With winning averages on Monday, Thursday, Friday and Sunday, CBS took prime time for the week ended Jan. 11. Its 20.5 rating and 31 share easily outdistanced both NBC-TV and ABC-TV, which earned an 18.4/28 and 18.3/26, respectively. At NBC, the inching into second place gave reason for cheer—it was ABC's second week in a row in the basement.

With its "Phase III" schedule filtering in (BROADCASTING, Jan. 5), NBC showed strength on Tuesday. *Lobo* scored a 20.6/30 and a two-hour *Flamingo Road* episode brought a 20.5/31. An expanded hour of the new *Sanford*, however, ran a poor third (14.6/23) as the network's opener on Friday. On Sunday, a 96-minute NFL playoff rerun proved a strong ratings bonus, earning a 30.9/45.

Of the week's eight prime-time movies, none reached a 30 share. The best performance was a rerun of "Oh God" (19.3/28) on NBC and the worst, ABC's *Topper* rerun (13.8/22), competing against CBS's powerhouses: *Dukes of Hazzard* (29.8/46) and *Dallas* (33.9/56). On Sunday, ABC's rerun of "High Plains Drifter" with Clint Eastwood drew an 18.3/27 and NBC's first TV run of "Magic" scored a 16.4/26.

### The First 20

1.	<i>Dallas</i>	CBS	33.9/56
2.	<i>NFL Playoff Game</i> (rerun)	NBC	30.9/45
3.	<i>Dukes of Hazzard</i>	CBS	29.8/46
4.	<i>The Jeffersons</i>	CBS	27.3/39
5.	<i>M*A*S*H</i>	CBS	27.3/38
6.	<i>Love Boat</i>	ABC	25.9/42
7.	<i>60 Minutes</i>	CBS	25.2/36
8.	<i>Alice</i>	CBS	25.2/35
9.	<i>Little House on the Prairie</i>	NBC	24.8/34
10.	<i>Trapper John M.D.</i>	CBS	24.6/38
11.	<i>One Day at a Time</i>	CBS	24.6/34
12.	<i>Fantasy Island</i>	ABC	24.4/43
13.	<i>House Calls</i>	CBS	23.9/34
14.	<i>Three's Company</i>	ABC	22.7/32
15.	<i>Diff'rent Strokes</i>	NBC	22.4/33
16.	<i>Lou Grant</i>	CBS	21.9/33
17.	<i>Too Close for Comfort</i>	ABC	21.1/31
18.	<i>Lobo</i>	NBC	20.6/30
	<i>Real People</i>	NBC	20.6/30
20.	<i>Archie Bunker's Place</i>	CBS	20.6/29
	<i>Laverne &amp; Shirley</i>	ABC	20.6/29

### The Final Five

64.	<i>Breaking Away</i>	ABC	12.3/20
65.	<i>Freebie and the Bean</i>	CBS	11.3/18
66.	<i>Momma the Detective</i> (special)	NBC	11.2/17
67.	<i>Secrets of Midland Heights</i>	CBS	10.4/18
68.	<i>NBC Magazine</i>	NBC	8.0/13



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ALL OTHER ANTENNAS	WUHF	WTVE	KAUT	WFUM	KOKI	WPDE			
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## Grossman unfazed by new cultural TV competition

**PBS will continue, its president says; he plays down effects of proposed cable services**

Despite a recent flurry of prophecies to the contrary, public television will survive, Lawrence Grossman, Public Broadcasting Service president, said last Tuesday.

"Public television will continue to be a necessity as long as television itself continues to be critically important to this society," he said. "We shall always have a preeminent need for a service that stands for children, with the best of the performing arts and with responsible information and education for all ages."

"Public television has that role now and it will continue to have the role of serving all Americans—with quality programming for children, with the best of the performing arts and with responsible information and education for all ages."

Grossman, speaking at a Federal Communications Bar Association luncheon in Washington, said that doomsayers seem to have based their predictions of public television's impending demise on two factors: a "splurge of future cable services" that were announced recently and the "advent of a new administration in Washington and clear signs of financial retrenchment in the public sector."

Grossman admitted that "there is no question that all of us who in some measure depend on public sector funds are heading for a time of serious financial constraints," but he questioned whether PBS's new competition from cable would sound PBS's death knell.

Although, for example, he said CBS and NBC have "beat the publicity drums for their new culture cable services," he questioned whether either of the proposed ad-

## PlayBack

**Silver anniversary.** Lone survivor of 1950's radio drama, Salvation Army's *Heartbeat Theater* celebrates its 25th anniversary and 1,300th program on Jan. 25. According to Studiohouse Radio, program's producer, *Heartbeat* has never aired rerun. Anniversary show will feature Anne Francis and Joseph Campanella. Sound stage at Paramount Studios where series has most recently been taped was also location for production of *Mutual Radio Theatre*, dropped by Mutual Network last month after two-year run.

**With the new year.** CBS Radio's new season, begun Jan. 5, includes four new series: *Your Dollars* with *Money* magazine's Marshall Loeb; *Getting Along* with *Woman's Day* Eda LeShan; *Travelling* with *Playboy*'s Steve Birnbaum, and *The Osgood File* with correspondent Charles Osgood.

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Starting Over* by John Lennon on Warner Bros.; (2) *The Tide Is High* by Blondie on Chrysalis; (3) *Love On the Rocks* by Neil Diamond on Capitol; (4) *Guilty* by Barbra Streisand on Columbia; (5) *Every Woman In the World* by Air Supply on Arista. The top five in **country radio airplay**: (1) *I Love a Rainy Night* by Eddie Rabbitt on Horizon; (2) *Beautiful You* by the Oak Ridge Boys on MCA; (3) *Nine To Five* by Dolly Parton on RCA; (4) *Down To My Last Broken Heart* by Janie Fricke on Columbia; (5) *I Feel Like Loving You Again* by T.G. Sheppard on Warner Bros.

vertiser-supported services would be able to generate enough ad revenues to finance the presentation of high-quality cultural programming.

And of existing cable services, he said: "You can speculate about the future all you want, but for confirmation about the present, let's look at the record of cable as it exists now, in light of its past promises. HBO is a movie channel. The second channel of HBO, briefly proposed as a cultural channel, is now a movie channel. HBO's nearest competitor is 'Showtime'—a movie channel. Warner Communications' pay channel is called 'The Movie Channel.'"

Bravo, which presents two nights of cultural programming a week, Grossman dismissed for being joined to its "Siamese twin," Escapade, which he said presents "five nights a week of raunchy movies."

Grossman also suggested that neither would RCTV, which recently acquired

future rights for BBC programming, put PBS out of business. He said that Bluebird, RCTV's planned cable service, would depend upon "BBC programming for 40% to 60% of its schedule." And although Grossman admitted that BBC programming "has been tremendously important to public television's development," he also said that BBC programming only represents 3% to 4% of PBS's current schedule.

Of course, said Grossman, PBS would have to change with the times. But that's something PBS is already doing, he said. For example, Grossman noted that PBS is developing a pay television plan—the Public Subscriber Network—that calls for a partnership between public television stations and the nation's major cultural institutions. The plan, the so-called "Grand Alliance," will be reviewed by the PBS board in February and March and could be operable in 1983, Grossman said.

## Technology

### Quadraphonic comments raise SCA worries

**Most feel specific standards should be developed; Muzak and others say they must not interfere with 67 khz subcarrier**

Muzak franchisees, filing the majority of comments in response to the FCC's proposed rulemaking for setting standards for FM quadraphonic broadcasting, argued that the alternatives presented for com-

ment would be acceptable only if they didn't interfere with the 67 khz subcarrier channel the company uses to transmit its background music services to various clients.

Although most of the other commenters lent their support to the establishment of "specific" standards, ABC argued in support of establishing "general" standards.

The proposed rulemaking, which was adopted on July 17, 1979, sought comment on two alternatives to setting FM quadraphonic standards. Under one approach, "specific" technical and performance standards would be set; under the

other, only a "general" range of technical limits would be established. The former approach would provide for a compatible 4-3-4/4-4-4 system, similar to the systems proposed by RCA and QSI. The latter—the so-called "marketplace" approach—would, according to plan, produce its own technical standard over time.

Muzak, in an 80-page document, said, however, that the "appropriate issue" in the proceeding was being overlooked. "Either general or specific standards are acceptable if they protect existing 67 khz SCA's," it said. Neither is acceptable if it does not, said Muzak.

Muzak said that under the specific stan-



dards proposed, stations would have the option of broadcasting in a 4-4-4 mode, an eventuality that would eliminate the possibility of providing SCA service on a 67 khz subcarrier. And though Muzak admitted that the specific standards would theoretically permit SCA service at 67 khz with a 4-3-4 system, "even that SCA would likely suffer from the increased amount of information packed into other subcarrier channels."

Muzak also noted that under the general standards approach, 4-4-4 systems would be permitted that would both reduce SCA service and "seriously" reduce FM broadcast service.

Muzak also argued that the commission should adopt standards that would safeguard the current allocations structure; require compatibility with monophonic and stereo modes; and leave undisturbed the existing 67 khz subcarrier channel. And Muzak said that "matrix" (4-2-4) quadraphonic, which Muzak supported, could meet those standards.

Though in its comments the NAB said it supported "continuation of the special services available from the use of subsidiary communication authorizations (SCA's)," it also said that the FCC should adopt technical rules for discrete FM quadraphonic broadcasting.

NAB said that without the standards, the transmitting, broadcasting and receiving equipment markets would be hampered and that, as a result, the quadraphonic industry might not be able to get off the ground. The association said the case for a single standard is strong and noted that many countries wait to see what the United States decides on broadcast technical standards.

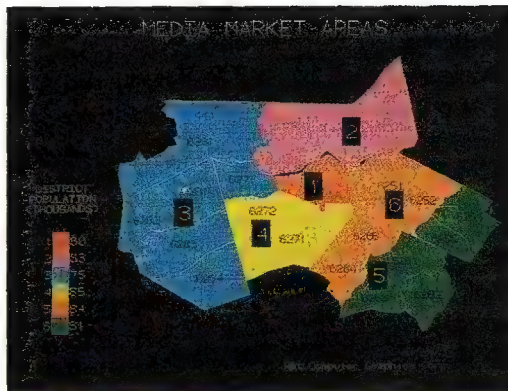
Although in its comments National Public Radio said that it "generally" supported the adoption of specific standards, it also said that "we remain concerned about the potential implications the proposed rules would have on SCA operations." NPR noted that many public radio stations make their SCA facilities available for public service uses such as providing informational services for the handicapped.

Although NPR said the commission assumes that the use of a subchannel in the 4-4-4 mode would provide an adequate replacement for the current 67 khz SCA's, NPR disagreed, claiming that the reduction of bandwidth that would result from moving from 67 khz to 95 khz would trigger "a loss in the accuracy of word recognition by the listener."

The Consumer Electronics Group of the Electronic Industries Association urged the adoption of specific standards "that both retain quadraphonic mode broadcast flexibility and compatibility with existing receivers and minimize the costs, confusion, and compliance problems that attend the introduction of any new broadcast service."

RCA said it backed specific standards because: "The lack of specific standards to stimulate the marketplace would have a severely deleterious effect upon the potential for future growth and order in the

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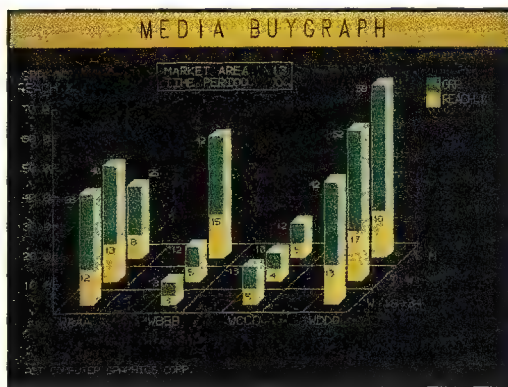
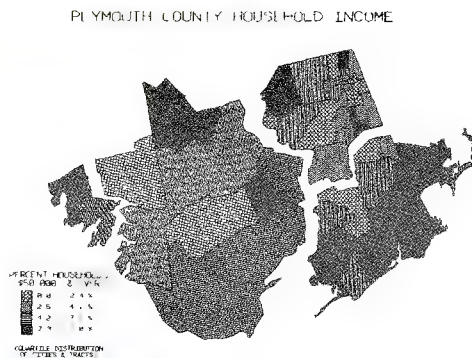


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\_\_\_\_ audio cassettes for radio

(no )

\_\_\_\_ audio reels for radio

(no )

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development of a viable FM quadrasonic system."

RCA said it didn't think that adopting general standards would be a good idea because it would be impractical to expect an equipment manufacturer, an FM broadcast licensee or a member of the general public to participate in a new marketplace for quadrasonic systems without first having the acknowledged commitment and support of the FCC.

"Having now selected the RCA and QSI compatible systems with the full spectrum of operational capabilities accruing to the FM quadrasonic service, it would be fundamentally wrong for the commission to invite untried and untested systems to enter the marketplace through the medium of only stop-gap general standards," RCA said.

ABC, however, urged adoption of general standards for two basic reasons. First, ABC thought it was too early to reach a final decision about what quadrasonic standards to adopt. Second, "in ABC's judgment, there is only limited interest and demand for FM quadrasonic broadcasting at this time."

ABC noted that the general standards approach would "permit FM quadrasonic broadcasting to move forward consistent with interference, compatibility and international agreements—without limiting nascent quadrasonic broadcasting to pre-ordained, specific standards based upon current technology."

Reply comments are due at the commission on Feb. 9.

## InSync

**High res.** It's not always broadcasting that pushes forward developments in video equipment. Ampex has demonstrated high-resolution, one-inch videotape recorder, designed for medical and military markets, which needs high-resolution video for diagnosis and analysis. Ampex XVR-2, essentially modified version of Ampex's popular VPR-2 one-inch recorder, can reproduce and record (in black-and-white only) 10 mhz closed-circuit television signal with 1,023 scanning lines. VTR can also operate with conventional 525-line signal.

**Speaking of Ampex VTR's.** Home Box Office Studio Productions has purchased 12 Ampex VPR-2B's to be used for transmission playback of pay programming and post-production. Twelve are valued at more than \$900,000. HBO now owns 25 Ampex VTR's.

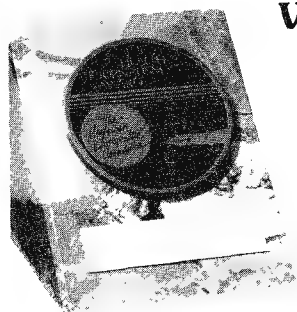
**Million-dollar deal.** Colony Communications Inc., Providence, R.I., has ordered \$1-million worth of gear from Hughes Aircraft Co.'s microwave communications equipment for Colony's cable systems in Providence and Hialeah, Fla. Order includes two 36-channel AML systems—one for each cable system—and eight to 10 satellite earth stations.

**Videotex text.** Transcript of National Cable Television Association executive seminar on videotext and other information services is now available from association's science and technology department. Cost is \$30 for NCTA members and \$40 for nonmembers.

**New ENG tool.** New lightweight ENG camera from Toshiba America Inc., Sunnyvale, Calif., is ready for delivery. PK-60, suitable for production as well as news gathering, features Digital Data Loc, a plug-in device that maintains centering, black levels and white levels in field after set-up by automatic unit in studio. Camera weighs 9.4 pounds and draws 20.6 watts of power. Toshiba says camera can operate for two hours off inexpensive NiCad battery. Camera sells for \$34,500, excluding tubes and lenses.

**Hardware.** RCA announced two sales of equipment, one cable, one broadcast. Cable buy is \$4.5-million turnkey contract from Dade Cable Television for system from RCA Cablevision Systems to serve Kendall area of Dade county. RCA Broadcast Systems has sold two of its new G-line television transmitters to Capitol Broadcasting for upgrading of WJTV(TV) Jackson, Miss. and KCTV(TV) Colorado Springs. Latter is \$1-million purchase.

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Des Moines, Iowa 50312

Plan also to do a suitable work for the calendar year 1981 and enter before March 1982.

## Bullish on cable

**That's feeling of Adams-Russell, which is committing \$13 million to increase its CATV interests**

Over the course of the next year, Waltham, Mass.-based Adams-Russell intends to make \$13 million in capital expenditures for its cable television operations, and has set a fiscal 1981 target of 100,000 for the number of homes in its franchised areas.

That was some of the news that company president John J. Lynch and treasurer David J. McLachlan had for security analysts in New York last Tuesday.

In discussing Adams-Russell's cable expansion plans, Lynch noted that the company has franchise applications pending in 35 communities in the greater Boston area and in Westchester county and on Long Island in New York. The competition for franchises is "intense," he admitted, but Lynch said his firm had been only 4,000 homes short of realizing the 44,000-homes goal it set for itself last year, and he

said Adams-Russell has already picked up franchises with 23,000 homes in the first quarter of its fiscal 1981.

Currently, Adams-Russell has more than 57,000 basic subscribers out of 112,000 homes passed, with 185,000 total homes in its franchised areas. The company's cable systems are in Massachusetts, New York, Arkansas and Missouri.

Responding to the analysts' questions, Lynch said the size of the franchises that Adams-Russell seeks are in communities with between 5,500 and 30,000 homes—areas for which the firm is "financially creditable."

According to McLachlan, capital expenditures planned for cable through 1983 add up to \$31 million. In that same period, \$7 million is earmarked for capital spending in Adams-Russell's electronic products businesses. To finance the spending program, the company will have a net cash requirement of \$16 million, and with \$5 million left from a public offering last year, will be looking to borrow \$11 million this year. Adams-Russell does have a \$15 million, short-term credit line available, but doesn't wish to use it, considering cur-

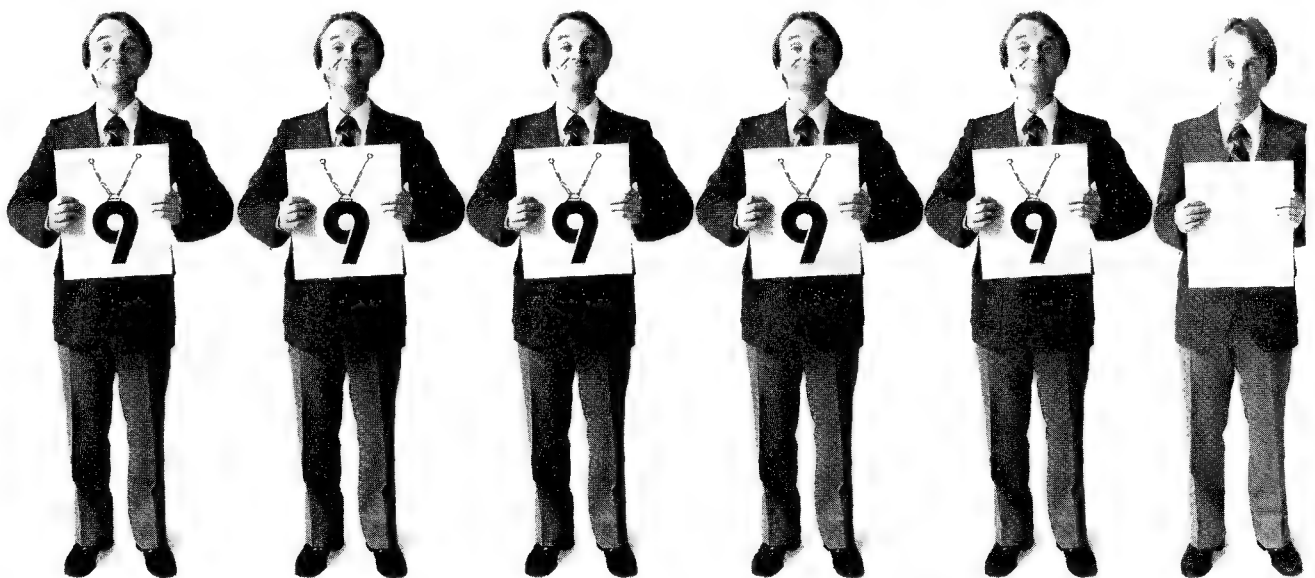
rent interest rates, the officers indicated.

In addition to cable operations, Adams-Russell also owns WYTV(TV) Youngstown, Ohio. The cable and TV operations represent about one-third of the company's business—the manufacture of high technology electronics products, principally for defense applications, producing the bulk of Adams-Russell's sales and earnings. In discussing that aspect of the company, Lynch noted that a Reagan administration, with its presumed emphasis on defense, would be "bullish for Adams-Russell."

One area where Adams-Russell doesn't plan to expand is in the broadcast field. Revenues at WYTV were flat, and earnings dropped, though Lynch attributed that in part to spending tied to a commitment to improve local programming and news. In line with that commitment, the company spent \$1.1 million for a new studio complex (an expenditure financed with a 9%, 15-year industrial revenue bond.)

Reviewing last year's results, Lynch said gross revenues were up 27%, to \$36 million, earnings per share up 32% to 94 cents.

## 9 out of 10 Nielsens





## Texas small fry becomes big fry

**Prime Cable purchases Comax Telcom's 87,000-subscriber Buffalo systems for \$70 million**

It's a case of a small fish swallowing a big fish. Prime Cable Corp., an Austin, Tex.-based MSO with about 28,000 subscribers, announced last week its purchase of 80% of Comax Telcom Corp., owner of International Cable, a system serving 87,000 subscribers in the suburbs of Buffalo, N.Y., for approximately \$70 million.

Upon consummation of the deal, expected early this year, Prime will suddenly pop up among the industry's top-30 MSO's, possessing a total subscribership of around 115,000. The deal is contingent upon the approval of the New York State Commission on Cable Television.

According to Prime, International Cable is the seventh largest cable system in the United States, serving 87,000 basic and 53,000 pay subscribers in 14 communities in the Buffalo metropolitan area. The system's 1,200 miles of cable pass more than 160,000 homes.

Prime is buying its interest in Comax from Peter Gilbert, principal owner and president, and an undetermined number of outside investors including Rand Capital Corp., Buffalo. Gilbert and other key employees will continue to manage the

system and retain a 20% interest in it.

Robert W. Hughes, who is president and a co-founder in 1979 of Prime, said in a prepared statement, "This puts Prime on schedule in its plan to be a major participant in the CATV industry. But perhaps more important it gives us a major

metropolitan market system through which we can introduce innovative new programming packages and viewer services."

Prime is privately owned by Hughes, several other individuals and several major institutional investors.

## Bottom Line

**From top to bottom.** Chuck Barris Productions suffered 94% profit erosion in its recent second quarter (September to December 1980) with earnings plunging to \$384,000 or seven cents a share. Revenues also slid 94%, from \$29.5 million to \$1.9 million. Loss is blamed on decision of Chuck Barris, chairman and president, to cease production of firm's syndicated TV programs last year. Barris has announced resumption of production on Feb. 7 of new prime time access show, *Dollar A Second*. Barris had suspended production because of what he labeled "unprofitable" syndication climate.

**Multimedia ups ante.** Dividend boost has been authorized by Multimedia Inc. board of directors. New quarterly rate, 15 cents, represents 15% increase over previous dividend.

**Avionics flies RCA coop.** RCA Corp. announced completion of sale of Avionics Systems manufacturer of airborne weather radar to Sperry Corp. Price of deal is \$44.6 million, "subject to certain adjustments."

**City cuts cord.** New York City-owned WNYC-AM-FM-TV is undergoing reorganization under which all three stations will be moved off city budgets and be funded by WNYC Foundation. Under plan announced by John Beck, manager of Municipal Broadcasting System, city would retain station licenses but would phase out its financial support (city now budgets \$1.8 million annually and other donors, principally Corporation for Public Broadcasting, contribute \$1.3 million yearly). Beck said he expected stations to be self-sustaining in about two years.

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## Liberals plan their access strategy

**Mott-sponsored symposium finds hope for citizen involvement rests in new technologies**

Legislative and technological change, a well-organized new right and a new conservative political leadership all add up to an uphill climb in the next few years for both liberal and media reform groups. Representatives of some of those groups met last Monday, Jan. 12, in the Washington home of millionaire Stewart Mott to assess the future.

Sponsored by Mott's Progressive-Liberal Information Exchange, a group that has been meeting monthly for about two years the gathering discussed "The Trouble With Television—The Focus of the Reagan Administration." Leaders of four media reform groups briefed representatives of groups working on such issues as women's rights, peace, handgun control and labor reform on media access.

"Media and media reform are a means to an end," said Andrew Schwartzman, Media Access Project. "Few groups are working on reform, but unless progressives get in early on the new technologies, we'll be left at the starting gate."

Schwartzman said the best route to access is no longer by legal maneuvers but by working with the media themselves. "The FCC has been overly sympathetic to mechanistic free market models," he said, "and the net effect of that is less public access and less clout by nonadvertisers in community input to a station."

Howard Symons, Congress Watch, sized up the 97th Congress as a "challenge" to media reformists. Potential for liberal gains lies in regulation of new technologies. "We have a good opportunity to insure mistakes don't happen, such as ownership concentration, with new technologies," he said. Where over-the-air broadcasting is concerned, media reformers need to impress upon the Congress the need "to rearticulate the notion of the public trustee."

Kathy Bonk, director of the National Organization for Women's Media Project, concurred with Schwartzman and Symons that direct contact with radio and TV stations, rather than federal agencies, is the best route to access to media. Public interest groups need to "share information on how to get access," said Bonk. "We need to look into buying time, and we need to mobilize grass roots letter campaigns in support of our programing."

Sam Simon, executive director of the

National Citizens Committee for Broadcasting, briefed the gathering on low-power TV.

"There's a real opportunity for a citizen network in low-power TV," he said, because the commission plans to give preference in awarding low-power frequencies to minority applicants and public interest groups.

Simon said NCCB is helping to prepare 12-15 applications for low-power stations from citizen groups (due at the FCC by last Thursday). "If you get low power," he said, "you may eventually get cable, too." Some cable systems are agreeing in advance to carry citizen group-owned low-power stations.

NCCB has formed local chapters in Boston, Philadelphia and Chicago to negotiate with stations for access, accord-

ing to Simon. "We lost the battle for access to existing channels," he said. "It is critical to get it for the new technologies."

Representing the People for the American Way, a group formed in October 1980 by producer Norman Lear to counteract issue advertising by fundamentalist religious groups, was the Rev. Charles Bergstrom, executive director, governmental affairs, Lutheran Council. Bergstrom said Lear's group plans "large use of TV in the future," with "big, well-advertised programs." Directors of the People for the American Way will meet in New York on Jan. 29, according to Bergstrom, to evaluate public response to a media campaign it ran during the presidential elections (BROADCASTING, Oct. 13, 1980) and to decide on future courses of action.

## IBA revokes two licenses, requires changes in 13 others

**It takes TV franchises away from Southern and Westward; Grade's ATV must offer 49% of its stock for sale**

Britain's Independent Broadcasting Authority has revoked the licenses of two of the 15 regional broadcasters that make up the commercial television network ITV, and has called for changes in the programing or corporate structures of many of those that have been granted license renewals.

The IBA also approved the establishment of breakfast-time television, to begin in 1983.

All license renewals are decided at one time by the 12-person board which heads the authority.

The licenses have been renewed only once before, in 1967, since the beginning of commercial television in 1954. The new licenses will run for eight years.

The two biggest losers in the franchise shake-up were Southern Television, the licensee for the lucrative south of England, and Westward Television, covering the southwest. Both are being replaced by companies formed to compete for the franchises.

TVS, the new southern region licensee, is financed by European Ferries and a supermarket chain. Southern Television was one of the most profitable of the ITV companies, with profits last year of \$62 million, despite a 13-week strike. It is owned by The Rank Organization and two newspaper chains.

The companies holding on to their licenses will have to make either program-

ing or management changes.

ATV, part of Sir Lew Grade's Associated Communications Corp., is being forced to sell 49% of its stock to outsiders.

ATV's managing director, Lord Windlesham, revealed that this stock sale was first proposed by ATV, clearly as a way to avoid losing the franchise altogether.

There has been criticism that ATV is too much under the control of Grade, whose interests appear oriented toward feature films and television programs with an international sales potential (most notably *The Muppets*).

Grade's companies are currently facing financial difficulties, with the last financial report showing the group's profits at half of the previous year, with outstanding loans of \$250 million.

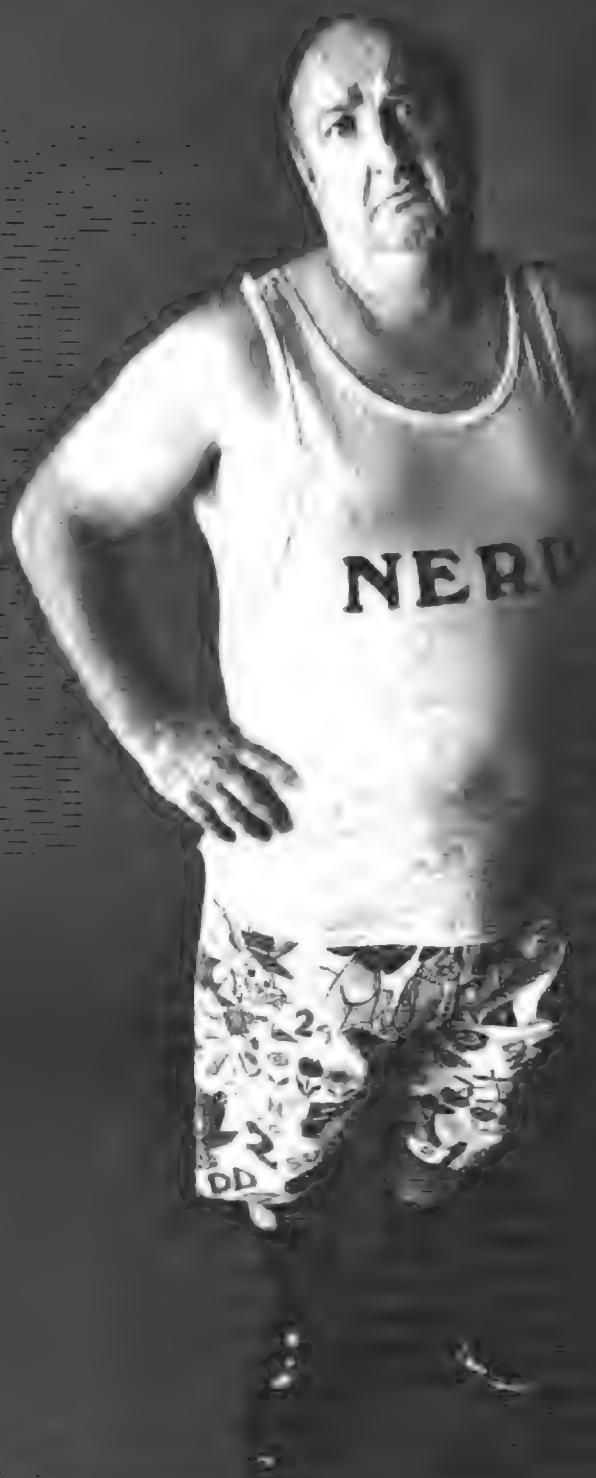
Another of the giants, Trident Television, is being forced to sell its controlling interest in two of the regional stations, Tyne Tees and Yorkshire Television. The two stations retain their licenses, but will have to be made financially independent from Trident—which will be allowed an undisclosed minority interest.

The two stations have represented more than 70% of Trident's \$144 million in profits last year.

The largest of the 15, Thames Television, retained its license but was told that the IBA wants "to discuss" a public offering of its shares. Thames is currently co-owned by Thorn-EMI and British Electric Traction.

The IBA also gave the go-ahead for TV-AM, one of eight rival bidders, to begin a breakfast-time service. The group is headed by Peter Jay, former British am-





The judging took place in court. This town councilman wouldn't allow wet t-shirt contests in a local pub. So a local D.J. called him a nerd. The councilman sued for libel. But the D.J. won. And ERC paid the contest fees. Because for just this kind of unforeseeable event, we pioneered libel insurance over 50 years ago. And we keep innovating to meet your changing legal needs. Talk to your broker about libel insurance from the expert. **Employers Reinsurance Corporation.**

**BEATING THIS GUY IN  
THE WET T-SHIRT CONTEST WASN'T EASY.**

bassador to the United States, and personality David Frost (BROADCASTING, Jan. 5).

After winning the franchise, TV-AM disclosed that it has already signed four of the best known television figures in the country: Anna Ford, currently an anchor with the ITV news company, ITN; Angela Rippon, a BBC anchor; Esther Rantzen, a BBC personality, and Michael Parkinson, a journalist and BBC talk show host.

The company is financed by Frost, the Octopus Publishing group, and the Robert Stigwood Organization.

## Nominations set for NAB board

It's election time for the National Association of Broadcasters board of directors, and nominations for the 13 radio and six TV seats open this year have been confirmed. Response to this year's nominating process, according to NAB staff, is up from that of two years ago, when seats from the same radio districts were last open. In 1979, 36% of radio and 58% of TV members voted. Those figures increased to 46% and 62% respectively in 1980.

The official list of nominees follows, with a single asterisk denoting an incumbent and double asterisks denoting a past board member seeking to return:

### Radio board

*District 1:* E.H. Close, WKNE(AM)-WNBX-FM Keene,

N.H.; Jerry Pratte, WEGP(AM)-WTMS(FM) Presque, Isle, Me.; *District 3:* Edward T. Giller, WFBG-AM-FM Altoona, Pa.; Harry J. Haas, WFLN-AM-FM Philadelphia; *District 5:* Clyde W. Price,\*\* WACT-AM-FM Tuscaloosa, Ala.; William Stakelin,\* WHOO-AM-FM Orlando, Fla.; *District 7:* Henry G. Lackey, WSON(AM)-WKDQ(FM) Henderson, Ky.; Robert Prier,\* WCLT-AM-FM Newark, Ohio; *District 9:* Edward Allen Jr., \*\* WDOR-AM-FM Sturgeon Bay, Wis.; William Hansen,\*\* WJOL(AM)-WLLI-FM Joliet, Ill.; *District 11:* Dean Sorenson, KCCR(AM)-KNEY(FM) Pierre, S.D.; *District 13:* Dick Osburn, KYKX(FM) Longview, Tex.; Dudley Waller, KEBE(AM)-KOOL(FM) Jacksonville, Tex.; *District 15:* Harry Barker,\* KQMS(AM) Redding, Calif.; Ramsey Elliott, KFBK(AM)-KAER(FM) Sacramento, Calif.; *District 17:* Don Bennett, KREW-AM-FM Sunnyside, Wash.; Thomas Reed, KQIN(AM) Burien, Wash.; *Market A:* Rick Devlin, WOR(AM) New York; Len Hensel,\* WSM-AM-FM Nashville; *Market B:* Charles Sanford, WGAN-AM-FM Portland, Me.; Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark.; *Market C:* Dick Painter,\* KYSM-AM-FM Mankato, Minn.; David Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio; *Market D:* Walter May,\*\* WPKE(AM)-WDHR(FM) Pikeville, Ky.; Kay Melia,\*\* KLOE(AM) Goodland, Kan.

### Television board

Bill Bengston,\*\* KOAM-TV Pittsburg, Kan.; Eugene Bohi,\* WGHP-TV High Point, N.C.; Kathryn Broman\*, Springfield Television Corp., Springfield, Mass.; Don Curran,\* Field Communications, San Francisco; Thomas Dargan, KATU(TV) Portland, Ore.; William Dunaway, WBAY-TV Green Bay, Wis.; Jerry Holley, Stauffer Communications Inc., Topeka, Kan.; Stanley S. Hubbard, KSTP-TV St. Paul, Minn.; Mike McKinnon, KIII-TV Corpus Christi, Tex.; Alan Perris, WPLG(TV) Miami; Gert Schmidt,\* WFLV(TV) Jacksonville, Fla.; James Terrell, Gaylord Broadcasting Co., Dallas, Tex.; Jack Worley, WOWL-TV Florence Ala.

Final ballots are to be mailed Monday, Feb. 9, and are due back by Monday, March 2. Winners will be notified on March 5.

## NRB-NAE prepare for joint gathering in Washington

**Religious groups expect 3,500 people, 300 exhibitors at four-day 'Convocation 81'**

The partnership of church and media will be the theme of Convocation 81, the joint meeting of the National Religious Broadcasters and the National Association of Evangelicals in Washington next week.

More than 3,500 church leaders and religious communicators are expected to attend the Jan. 25-28 sessions at the Sheraton Washington in the nation's capital.

President Reagan has been invited to address the opening session next Sunday evening. A convention spokesperson said last Wednesday that "prospects are very good" that the President will accept, but that the time of his appearance may be changed. President Carter spoke at the 1980 NRB convention last January, after declining invitations in his first three years in office.

The joint NRB-NAE convention is a reprise of 1976, when the two religious bodies met simultaneously in Washington.

NRB is an association of 900 member organizations that produce religious programs for radio and TV and operate

KMOL-TV, San Antonio, Texas



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religious stations. NAE represents more than 900 churches.

Among speakers will be FCC Commissioner Tyrone Brown, who will address the Tuesday FCC luncheon; Billy Graham, keynoter at the Wednesday dinner, who also will receive the NRB's Religious Broadcasting Hall of Fame award for 1981; NRB President David Hofer, and others identified with broadcasting and religion.

One of the 40 workshops planned will include appearances by Senator Mark Hatfield (R-Ore.) and Senator Sam Nunn (D-Ga.).

Almost 300 exhibitors will participate in the Church & Media Exposition in conjunction with the joint convention. Broadcast equipment manufacturers, religious publication houses, schools and companies with services for religious groups will be on hand.

NRB Executive Director Ben Armstrong, recalling the success of the 1976 bicentennial convocation of NRB and NAE, noted that "Convocation 81, coming a few days after the inauguration of a new President, will present an unprecedented opportunity to affect the future."

## Conflicting claims over Catel Expo

**Organizers of cable programing show list NCTA endorsement, HBO participation; association says it has no plans to attend and prograner hasn't decided yet**

The National Cable Television Association has told Catel Expo it wants nothing to do with a cable programing show Catel is planning for the fall and reprimanded the firm for suggesting in a press release that NCTA was involved.

Catel's press release, dated Dec. 11, 1980, was essentially an update on its plans for a three-day cable programing conference—Programing Sources '81—slated for Sept. 28 at the Las Vegas Hilton Convention Center. By way of promoting the conference, the press release said Dan Dobson, NCTA's management consultant, had "been in contact with Catel Expo's president, Don Mittman, to explore ways to work together on an exposition . . . At this time discussion between the two groups is working toward an agreement whereby NCTA would endorse Programing Sources '81 and possibly participate in some special events."

In a letter to Mittman, NCTA President Tom Wheeler said the suggestion that NCTA was discussing "cooperative efforts" with Catel is untrue. "You were contacted strictly for more information about your activity. The NCTA will not, and has never considered, endorsing or participating in your event. Any implications to the contrary are totally false."

Wheeler reminded Mittman that NCTA is a co-sponsor (with the Cable Television Administration and Marketing Society) of

COPS Expo—"the only industry-sponsored and endorsed programing conference"—which is scheduled for New Orleans, Oct. 4-6, just one week after Catel's show.

In spite of Wheeler's letter, Mittman maintains that Dobson did indeed broach the subject of the two organizations working together on the Catel show. He said Dobson called him before the Western Cable Show in December and told him that NCTA "was considering the possibility of participating in my show. . . I will take the oath on that."

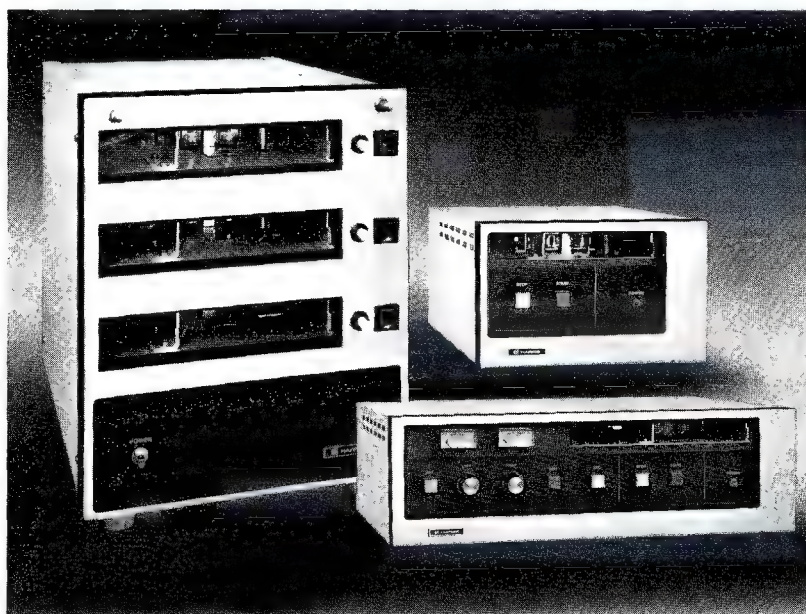
The Catel press release stated that Home Box Office was among programers that had signed up for exhibit space at the

Las Vegas show, but that's news to HBO. Howard Burkat, HBO's director of promotion, said, "We are thinking about exhibiting but have yet to make a decision one way or the other. We certainly didn't sign up for anything or make any [verbal] commitment."

A spokesman for Warner Amex Satellite Communications, which distributes The Movie Channel and Nickelodeon and was mentioned in the press release as "one of the first services to be signed," told BROADCASTING that Warner Amex had indeed signed up and will exhibit at the show.

Mittman hopes to fill 80,000 square feet of space in the convention center with the

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booths of 350 exhibitors, representing companies selling programming, data services, security systems, "anything that can be sold over the wire." The show is closed, however, to hardware manufacturers, Mittman said.

Thus far Mittman said he has lined up 33 exhibitors for one-third of the exhibit space. He would list no more than five of them, including HBO, saying that "at this point in time it doesn't make sense" for us to divulge all the names.

One major programmer that will not be at the Catel show is Showtime. Citing a number of reasons, David Batalsky, Showtime's director of conventions, said it decided not to exhibit, but that Showtime representatives would probably walk the floor.

NCTA and CTAM are moving head with the planning of their show. A committee of industry representatives has been named and will meet this Thursday in Denver to hammer out some of the details.

The committee is made up of Larry Howe, American Television & Communications; Vivian Horner, Warner Amex Cable Communications; Marty Lafferty, Cox Cable Communications; Andy Goldman, Teleprompter; Greg Lip-tak, Times Mirror Cable Television, and Jerry Maglio, Rainbow Programming Services. The previously announced co-chairmen are Tom Johnson, Daniels & Associates, and John Goddard, Viacom.

## Changing Hands

PROPOSED

■ **KYAC(AM)** Seattle, Wash.: Sold by estate of Carl Deck Jr. through U.S. bankruptcy court to Northstar Broadcasting Inc. for \$1.6 million. Seller has no other broadcast interests. Buyer is owned by Lloyd Edwards, president of First Enterprise Bank, Oakland, Calif. He owns 30% of KMPX(FM) San Francisco. KYAC is on 1250 khz with 5 kw day and 1 kw night. Broker: Hogan-Feldmann Inc.

■ **WOLF(AM)** Syracuse, N.Y.: Sold by WOLF Broadcasting Service Inc. to Brent W. Lambert and Eric W. Johnson for \$700,000. Seller is owned by Robin B. Martin who also owns 55% of WFLA(AM)-WFMP(FM) Fitchburg, Mass.; 51% of WRUN(AM)-WKGW(FM) Utica, N.Y., and 20% of WMGW(AM)-WKGW(FM) Meadville, Pa. He also is applicant for new UHF's in Little Rock, Ark., and Omaha, Neb. Buyers are Boston investors who each own 50% of KIOQ-FM Bishop, Calif., WIKI(AM) Newport and WSTJ(AM) St. Johnsbury, both Vermont, and one-third each of KEVA(AM) Evanston, Wyo. WOLF is on 1490 khz with 1 kw day and 250 w night. Broker: The Keith W. Horton Co.

■ **WHIT(AM)** New Bern, N.C.: Sold by

Britt Communications Inc. to Delma R. West for \$270,000. Seller is owned by Charles B. Britt who has no other broadcast interests. Buyer is associated with Annapolis, Md., engineering firm and has no other broadcast interests. WHIT is on 1450 khz with 1 kw day and 250 w night. Broker: Walker Media & Management Inc.

APPROVED

■ **WQHI(FM)** Jeffersonville, Ind. (Louisville, Ky.): Sold by Whatever's Fair Inc. to Frank E. Wood (principal) and father, Frank Wood, for \$2,175,000. Seller is owned by John Rutledge (80%) and Chuck LeGette (20%). They also own WINN(AM) Louisville. Woods own WEBN(FM) Cincinnati of which younger Wood is president and general manager. WQHI(FM) is on 95.7 mhz with 32.8 kw and antenna 580 feet above average terrain.

■ **WAPE(AM)** Jacksonville, Fla.: Sold by Sis Radio Inc. to Eastjack Broadcasting Corp. for \$1,835,000. Seller is controlled by Harriet A. (Sis) Kaplan (president) and family. They also own WAYS(AM)-WROQ(FM) Charlotte, N.C. Buyer is owned by ERI Communications (90%) and Richard Marcellan (10%). ERI is owned by Francis L. Boyle Jr., chairman, and 45 others; it is parent company of Eastman Radio Inc., New York-based radio sales representative. ERI also owns 50% of WIBX(AM)-WIBQ(FM) Utica, N.Y., and has 80% interest each in companies seeking to purchase WCSH(AM) Portland (BROADCASTING, Aug. 11, 1980) and WLOB-FM Westbrook (BROADCASTING, Nov. 17, 1980), both Maine. Marcellan is former vice president and general manager of KFJZ-AM-FM Fort Worth; he has no other broadcast interests. WAPE is on 690 khz with 50 kw day and 10 kw night.

■ **KAAP-AM-FM** Santa Paula, Calif.: Sold by Rancho Broadcasting Inc. to Pac West Broadcasting Corp. for \$1.2 million. Seller is owned by William F. Wallace who has no other broadcast interests. Buyer is owned equally by Gordon Miller, Tom Chilcott and John Lego. Miller is president of Denver outdoor advertising company. Chilcott is Fort Collins, Colo., commodities investor. Lego is former general manager of KLDR(AM) Denver. They have no other broadcast interests. KAAP is on 1400 khz with 1 kw day and 250 w night. KAAP-FM is on 96.7 mhz with 87 kw and antenna 1,500 feet above average terrain.

■ **KFMI(FM)** Eureka, Calif.: Sold by C&M Broadcasting to Radio Eureka Inc. for \$850,000 plus \$100,000 noncompete agreement. Seller is owned by Roger J. Rocke, who has sold, subject to FCC approval, KNCR(AM) Fortuna, Calif. (BROADCASTING, April 14). He has no other broadcast interests. Buyer is principally owned by privately held Chicago investment firm, EMENCO Investments Inc.

### Some Recent Transactions\*

<b>WSMD/WXTR</b> • La Plata, Md.	<b>\$2,000,000</b>
<b>WKOS (FM)</b> • Murfreesboro, Tn.	<b>\$2,372,000</b>
<b>KWTC (AM/FM)</b> • Barstow, Ca.	<b>\$385,000</b>
<b>WPVA (AM/FM)</b> • Colonial Heights, Va.	<b>\$1,690,000</b>
<b>WALK (AM/FM)</b> • Patchogue, N.Y.	<b>\$3,805,000</b>
<b>Class A CP</b> • Martha's Vinyard, Ma.	<b>\$190,000</b>
<b>WUST (AM)</b> • Washington, D.C.	<b>\$1,500,000</b>
<b>WILK/WGBQ</b> • Galesburg, Ill.	<b>\$925,000</b>

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Jerry Levin is president. It has also purchased, subject to FCC approval, KATA(AM) Arcata, Calif. (BROADCASTING, July 28, 1980). KFMI is on 96.3 mhz with 30 kw and antenna 1,580 feet above average terrain.

■ KBEW(AM) Blue Earth, Minn.: Sold by Faribault County Broadcasting Co. to Minnesota-Iowa Radio Inc. for \$750,000. Seller is owned principally by Paul C. Hedberg who is also principal owner of KEEZ(FM) Mankato, KQAD-AM-FM Luverne and KMRS(AM)-KKOK(FM) Morris, all Minnesota, as well as cable system in Blue Earth. Buyer is owned principally by Jerry Papenfuss who also owns KAGE-AM-FM Winona and KBRF-AM-FM Fergus Falls, both Minnesota, KBEW is 1 kw daytimer on 1560 khz.

■ KSRD(FM) Seward, Neb.: Sold by Tri-county Broadcasting to KSRD Radio Co. for \$530,000. Seller is owned by Frank R. Newell (61.67%), his wife, Dianne (5%), and Richard E. Witkowski (33.33%). They have no other broadcast interests. Buyer is owned by Herman Lee Reavis, Vinny R. Wheeler and latter's sons, Stephen, Leonard and Clark (20% each). Reavis is executive vice president of AM operations for Mel Wheeler Inc., licensee of WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT(AM)-KDDC(FM) Denton, Tex., last of which has been sold (BROADCASTING, Dec. 8, 1980). Vinny Wheeler is wife of Mel Wheeler and is secretary-treasurer of his radio operations. Stephen, Leonard and Clark Wheeler have 10% interests each in father's radio properties. Stephen is producer for KCST-TV San Diego; Leonard is assistant manager of KITT(FM) San Diego, in which Mel Wheeler has 50% interest and which has been sold, subject to FCC approval (BROADCASTING, July 14). Clark is station manager of KDNT-KDDC. KSRD is on 96.9 mhz with 100 kw and antenna 580 feet above average terrain.

■ KYOR-AM-FM Blythe, Calif.: Sold by Blythe Radio Inc. to James S. Mayson for \$500,000. Seller is owned by Robert R. Hull and Willis E. Stout (42% each) and three others. They have no other broadcast interests. Mayson is Riverside, Calif., physician with no other broadcast interests. KYOR is on 1450 khz with 1 kw day and 250 w night. KYOR(FM) is on 100.3 mhz with 35.1 kw and antenna 278 feet above average terrain.

■ KMCE(AM) Merced, Calif.: Sold by KWIP Broadcasting Inc. to Cal Central Broadcasting Inc. for \$500,000. Seller is owned by Ron Smith and wife, Nancy, who also own KXEM(AM) McFarland and KXES(AM) Salinas, both California. Buyer is owned by Dennis L. Cresswell (46%), Robert L. Dochterman (18%), James C. Diaz (17%), Tom Briseno (16%), and Anthony A. Rossi (3%). Cresswell is Palto Alto, Calif., public relations representative. Dochterman is broadcasting instructor at Chebot College, Hayward, Calif. Diaz is Pacific Telephone Co. executive, San Francisco. Briseno is announcer for KLIV(AM) San Jose, Calif. Rossi is sales manager for Cudahy Foods, Hayward.

KMCE is 1 kw daytimer on 1580 khz.

■ Other approved stations sales include: KNCR(AM) Fortuna, Calif., WFIF(AM) Milford, Conn.; KCTO-AM-FM Columbia, La.; WYNC(AM) Yanceyville, N.C.; KRRO(AM) Ardmore, Okla.; KLYX(AM) Sioux City, S.D. (see "For The Record," page 116).

#### CABLE

■ Cable systems serving Harlan county, Ky.: Sold by Jack E. Young, Carl Brock, George Saylor, William Baker and others to Matrix Enterprises for \$2.6 million. Sellers have no other cable interests. Buyer is Franklin, Tenn.-based MSO controlled by six-man board of directors consisting of John Norcutt (president), brother, David, John Lubetkin, David Wicks, Mitchell Saranow and Louis B. Kuppenheimer. First three manage Matrix which has seven operating systems in Kentucky, Tennessee, Ohio and Illinois with subscriber list totaling 14,000. Wicks is managing director of Wall Street investment banking house of Warburg Paribas Becker. Saranow is vice president, finance, of CFI International, Chicago-based food distributor. Kuppenheimer is Chicago investor. Matrix is expanding its existing systems and constructing new systems in Bullitt county, Ky., and Cuyahoga and Summit counties, both Ohio, and expects subscriber count to total 40,000 by year's end. Harlan county systems have total subscriber count of 4,150.

## Executive shifts at Storer cable

**William Schiller heads list of movers at Miami-based media owner in light of company's cable growth**

The top management of the cable division of Storer Broadcasting Co., Miami Beach, Fla., has been reorganized, it was announced last week.

Under the reorganization, which is effective today (Jan. 19), William E. Schiller, vice president, Western region, becomes vice president, systems construction and moves to headquarters.

Because of the growth of Storer's cable activities in the West and Midwest, Storer has created a third operating region by dividing the Western region into the Western and central regions. The Eastern region, encompassing states in the Northeast and South and headed by James Hall, remains intact.

John Grubbs, vice president, special projects, was named vice president of the newly formed central region that comprises Texas, Missouri, Minnesota and Illinois. Beverly Land, vice president, corporate development, takes over Grubbs's franchising duties in the Dallas-Fort Worth area.

James Faircloth, vice president and

*This announcement appears as a matter of record only.*

**\$42,000,000**

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January 1981

## Intermedia

**Plum among the oranges.** City of Miami has issued request for proposal (RFP) by cable television applicants, setting deadline for bids on April 1. RFP has number of minimum requirements: universal service, 42 channels, eight access channels (one public, four for city government, two educational and one leased) and two-way capability. Applicants were also "invited to propose" separate institutional network to serve government buildings and nonprofit institutions. Residential franchise encompasses nearly 147,000 homes.

**Tucson tussle.** Flap in Tucson, Ariz., has subsided over council's wording of buy-out clause of cable franchise when 15-year agreement expires. Fair market value of tangible assets has replaced 'book value' definition that had caused some consternation among applicants, including Warner Amex, which withdrew, but is now reportedly back in bidding. Cox Cable last week had not decided whether to return to bidding. Bid deadline has been extended to March 17. City still can obtain franchise at 'book value' if licensee doesn't perform to agreement.

**For subscribers only.** New monthly magazine for cable subscribers, *Cable TV Magazine*, with news, features and localized program listings, will be launched nationally in April with guaranteed paid circulation of more than two million, President-Publisher Russell G. Finley, former vice president and marketing services director of Sawdon & Bess division of Ted Bates & Co., has announced. Magazine will be sold only to cable systems for distribution to their subscribers. System operators currently participating were identified as Viacom, Manhattan Cable, Artec, Indianapolis Cable, Northeast Cable and Falcon. Jane Hershey, writer who has been regular contributor to *Family Weekly*, is editor-in-chief. Ronald J. Scher, former marketing manager of *New York Times Magazine* and *Book Review*, is vice president and advertising director.

**BPA awards changes.** Broadcasters Promotion Association has advanced deadline for entries in its annual awards competition to March 9. Submissions must be made to University of Nebraska where faculty members will coordinate entry material for BPA-selected judges. Changes and new categories are spelled out in entry brochure available from BPA office, 248 West Orange Street, Lancaster, Pa. 17603. Awards will be presented June 13 at annual seminar in New York.

general manager of the Florida area, becomes vice president of the shrunken Western region which now includes only California, Arizona, Colorado and Oregon. Leonard Gregory, district manager for Dade and Broward counties, both Florida, takes over Faircloth's old job.

It was also announced that Robert Marshall, from Buckeye International in Ohio, will join Storer as director of planning and facilities.

Schiller joined Storer in 1964 as a cable consultant and since then has served as director of engineering, director of cable operations and Western region manager. He was elected a vice president in 1972.

Grubbs and Faircloth are also Storer veterans. Grubbs joined Storer's WIBG(AM) Philadelphia as news director and assistant program manager in 1959. Faircloth joined Storer after it acquired a cable system at which he was employed in 1972.

## Radio's 60th birthday celebrated; Reagan sends congratulations

President-elect Ronald Reagan's taped congratulatory remarks on radio's Diamond Jubilee were spotlighted at the joint tribute to that medium by the International Radio and Television Society and the New York Market Radio Broadcasters last week.

Reagan said: "I'm proud to be an alumnus of radio. Since before I was a sports announcer in Iowa, radio was bringing America news, music and entertainment and bringing America together. In the years ahead, radio can play an even more important role, as we move into an unknown future, with confidence, born of experience and optimism. I congratulate radio on your Diamond Jubilee; 60 years of outstanding service."

More than 1,200 were in attendance for the 60th anniversary salute with hosts Bert Parks and Virginia Graham. Montages from six decades of radio comedies, dramas and news events were featured in the celebration. Some of the veterans of early radio dramas on hand for the tribute were: Himan Brown (responsible for *The Goldbergs*, *Grand Central Station* and *Inner Sanctum*), Susan Douglas (head of radio drama for the Canadian Broadcasting Corp.) and Bud Wolff, executive director of the American Federation of Television and Radio Actors.

Early radio comedians included Henry Morgan, Kenny Delmar and Arnold Stang, and musicians from radio's "golden age" in attendance were Larry Elgart, Skitch Henderson, Lee Castle, Charlie Spivak, Paul Lavelle and Gerry Mulligan.

Closing words by Ave Butensky, IRTS president, noted that radio has adapted to change and "new forms of media competition." Butensky concluded: "It has done so well that each day it entertains and informs more Americans about their world than any other medium."

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## ***The Good News broadcast.***

A line of fierce tornadoes recently struck Grand Island, Nebraska, leaving behind widespread injury and destruction. The psychological effects of the disaster were as serious as the physical damage. So to help the residents face the giant task of rebuilding, KOLN-TV/KGIN-TV developed a special "Good News" broadcast for their evening news.

The segment featured messages highlighting cooperative efforts and city pride. Its emphasis was on Grand Island's bright new future. And the encouraging words were much appreciated. Letters thanking KOLN-TV/KGIN-TV for its positive voice came from all over the area.

Helping to lead citizens through difficult times by bolstering their spirits the all part of the Fetzer tradition of total community involvement.



<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island
<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City



# THE FIRST 50 YEARS



## OF BROADCASTING

The FCC and congressional probers continued to spar. The commission began planning a permanent place for FM and TV in the postwar spectrum. Radio wrote new chapters in the annals of journalism with its coverage of D-Day at Normandy and election day at home.

With the war and the election in 1944 came record broadcasting revenues of \$300 million in gross billings, \$285 million in net time sales. Radio homes increased to 32.5 million despite production freezes on receiver parts and tubes. With Allied offensives in Europe and the Pacific came the American Broadcasting System in Europe (ABSIE), and the Allied Expeditionary Forces radio. With all of these came radio's undisputed supremacy for quick communication and the bolstering of morale among the Allied countries.

Radio itself became the object of study for postwar possibilities. Broadcasters armed themselves for peacetime regulatory battles with the government at home.

To organize for postwar growth, the National Association of Broadcasters in February drafted J. Harold Ryan, Storer Broadcasting Co. executive who also served as the government's assistant director of censorship, for a one-year interim presidency. As BROADCASTING wrote: "The task ahead isn't easy. The trade association champions a free and unrestricted radio. Forces in government, under leadership of FCC Chairman James Lawrence Fly, have demonstrated that their move is toward rigid regulation, tightening up everywhere. That, the NAB must resist. And for that reason, the radio spokesman inevitably will have differences with those now in the regulatory saddle."

Nineteen-fourty-four was also the year in which Franklin D. Roosevelt ran for an unprecedented fourth term and radio proved its role in the making of a President. Many, including BROADCASTING, coupled the sustained increase in the popular vote with the substantial increase in home receivers. Before the 1944 election, BROADCASTING reasoned that the increase in the popular vote to 40 million in 1932 could be traced to the



*The rising hopes for an Allied victory intensified as the armies under General Eisenhower landed on the German-occupied beaches of Normandy on June 6 and by Aug. 25 had liberated Paris. On other battlefronts, Athens was freed Oct. 13, and the Americans went back into the Philippines Oct. 20. Postwar planning included the Dumbarton Oaks conference in Washington, at which the U.S., Great Britain, the Soviet Union and China took a major step toward establishment of the United Nations, and Roosevelt met with Churchill in Quebec on plans to deal with Germany after the war. FDR was elected to a fourth term, the GI Bill of Rights was enacted, and the International Monetary Fund and the World Bank were established. On NBC, Meredith Willson introduced Frank Loesser's "Rodger Young," the ballad about the World War II infantryman and posthumous Congressional Medal of Honor winner.*

*And in BROADCASTING ...*

combination of 18 million radios in use, to women's interest in the campaign, and to Roosevelt's "national radio voice." The 1936 campaign, according to BROADCASTING, "reflected ... another new record vote—45,650,000. There were 33,000,000 receivers in use. Roosevelt, the radio orator, cantered down the home stretch over Landon, whose dust-dry Kansas delivery failed to register. [In] 1940 ... there was a radio set for every voter—50 million receivers in use. The Roosevelt technique was never better. Willkie's voice rated low—cracked and strained after arduous road campaigning, ... It is clear that unless the opposition uncovers a microphone miracle-man ... it will be Roosevelt in another radio romp in 1944."

To forestall that romp, the Republicans in 1944 nominated New York Governor Thomas E. Dewey whose credentials included an impressive radio presence. A prominent linguist credited Dewey with "a fine, manly voice that is a pleasure to hear. ... strong without any evidence of strain or overexertion. ... Not since radio became a first-class medium for political campaigning has there been a Republican leader who approached Dewey's caliber as a broadcaster."

Besides his broadcast style, Dewey took into the campaign a GOP platform that, much to the satisfaction of broadcasters, included a plank for "free press and radio" and a promise of a new definition "in clear and unmistakable language" with which to nail down the role of the FCC. Dewey said: "The FCC should have no right of censorship, that it should not control the content of radio programs. It should stay in the field of regulating technical facilities. And when the FCC starts to control program content, free radio goes out the window." Roosevelt's Democratic platform failed to pin the FCC to a new, precise law. BROADCASTING, in an editorial entitled "Jilted," expressed the industry's sense of unrequited expectations.

With public interest in the 1944 campaign at fever pitch, the networks canceled all commercial programs that would have interfered with their coverage of the Republican and Demo-

cratic conventions, and utilized more than 300 reporters, technicians and officials at each political gathering. At the Democratic convention, in particular, radio scored a few scoops including a live broadcast of a major news conference that caught the competing media by surprise. Senator Samuel Jackson (D-Ill.), the convention chairman, had called a conference to read Roosevelt's letter about Vice-President Henry A. Wallace who was replaced by Harry S. Truman as FDR's running mate. CBS received Jackson's permission to have the letter read over the air, and just before the conference began, John Daly, CBS reporter-analyst, walked in with a small black bag that had a line trailing from it. Nobody paid much attention until the conference began and Daly pulled a microphone out of the bag and placed it in front of the senator. While the CBS network heard Jackson live, the other network and newspaper reporters took notes. Thus, amid some protests, a mainstay of modern broadcasting was born.

Both the Democrats and the Republicans used radio to attack their opponents and to extol themselves. It was during a broadcast from the teamsters union convention that Roosevelt made his now famous "my little dog, Fala" speech. Disclaiming any ill-will toward his attackers, Roosevelt declared, "These Republican leaders have not been content with attacks on me, or my wife, or on my sons. No, not content with that, they now include my little dog, Fala. Well, of course, I don't resent these attacks, and my family doesn't resent attacks, but Fala does resent them . . . as soon as he learned that Republican

fiction writers in Congress and out had concocted a story that I had . . . sent a destroyer . . . to find him—at a cost to the taxpayers of two or three, or eight or 20 million dollars—his Scotch soul was furious. He has not been the same dog since."

On Nov. 7 the greatest audience in history to that date tuned in to the presidential election results. Hooper rated the radio audience from 7 p.m. to 10:30 p.m. NYT at 50.3% of all sets in use; the previous highs were 37.5% for D-Day in June 1944, and 48.9% on Pearl Harbor Day in December 1941. With the campaign over, *BROADCASTING*, in the editorial "Radio Won—and Lost," summed up the results, the tone of the campaign, and the responsibility of the broadcaster. "American radio," *Broadcasting* commented, "has been called upon to deliver into American parlors a devil's brew of bitter invective lightly spiced with lyrical incantations by such astute politicians as Frank Sinatra and Judy Garland. It has been a wonderful party. Everybody has had a fine time—everybody but radio. . . . We have elected a President with pledges set to music by some of the most talented boogie-woogie librettists in the business. We have elected a President with singing commercials, with jive and jabberwocky. . . . When a candidate says of another that 'he lied us into the war' and when the joust is parried by the flat charge that one among those who ran is an unmitigated liar, broadcasters should start leafing through the laws on libel. For it is the broadcaster who is jointly culpable, and the firmness with which he meets his responsibility now portends the

road radio campaigning will follow in the days to come."

With the tide of the war definitely turning to an allied victory, Americans began to feel free enough to consider the management of a post-war economy, and the FCC felt obligated to hold hearings on spectrum allocations. As in the past, the forces of FM and TV squared off for the same territory.

As a stimulus to FM, both NBC and CBS in January made their programs available to the FM adjuncts of AM affiliates without extra charge to sponsors. NBC reasoned: "The availability of these NBC network programs throughout the U.S. on both standard and FM transmitters will encourage all sections of the public to purchase FM receiving sets, with the assurance that they can continue programs on an improved transmitting service."

At the FM Broadcasters Inc. convention in January, FCC Chairman James Lawrence Fly hailed FM as a technological development that has come "... of age and has come to stay." The assembled broadcasters met to plan for what they saw as a postwar explosion in the number of broadcast stations from 900 in 1944 to several thousand outlets that would include FM as a major fact of broadcasting life. By April, for example, the FCC's file contained 141 applications for new FM stations, entailing about \$8 million in transmitting equipment and plants. General Electric predicted that 5 million FM receivers, each selling for about \$60, would be on the market 18 months after the war.



**SPEAKERS TABLE** group when FCC Chairman James Lawrence Fly addressed the Wednesday luncheon session of FMBI Convention in New York. Seated (l to r): T. C. Streibert, WOR-WBAM; Mr. Fly; President Walter J. Damm, WTMJ-WMFM; Dr. Edwin H. Armstrong, FM inventor; John Shepard 3d, Ya.kee Network and president of American Network

Inc., FM national network project. Standing (l to r): Lee Wailes, Westinghouse Radio Stations Inc.; Philip G. Loucks, FMBI general counsel; Arthur B. Church, KMBC-W9XER; C. M. Jansky Jr., consulting engineer to FMBI; George Lang, WGN-WGNB; Dr. Franklin Doolittle, WDRC-FM. Chairman Fly said FM broadcasting has come of age.

—*Broadcasting*, Jan. 31



# D-Day Gives Radio Greatest Opportunity

## Networks, Stations Rise to Occasion With Graphic Invasion Account

By BRUCE ROBERTSON

HISTORY'S mightiest military operation last week gave to American radio its greatest opportunity for spot news coverage. Radio was not found wanting.

Months of preparation by stations and networks alike, buttressed by the reports of the world-wide news associations, in a twinkling were translated into steady, smooth handling of the European invasion, with the first flash after midnight June 6. Service has proceeded since without a hitch, achieving for radio enlarged stature, reliability and dignity as the swiftest and most articulate of the news disseminating media.

Calmly, seriously, with no evidence of excitement, radio took its D-Day task of keeping the public informed in the true radio tradition. Pre-arranged schedules were discarded; commercials were ruthlessly scrapped; all programming was keyed to the single motive of advising a listening nation of the minute-by-minute story of the most momentous episode in

For other invasion news see pages 10, 11, 12, 18, 60, 61, 62, 64, 65, 70.

ever written "moved" across trans-Atlantic radiotelephone channels on a 24-hour schedule. Direct pickups, radiotelegraphic dispatches and recordings contributed to the flow of the spot reporting of the invasion. The Signal Corps message center handles over 6,000,000 words daily.

It was not long after midnight—12:37 a.m. EWT, to be exact—that the newsroom teletypes tapped out the beginning of a broadcast by



SYMBOLIC of radio's manpower in the European theatre is this U. S. Signal Corps radiophoto showing General Dwight D. Eisenhower chatting with some of his men in England before they boarded planes for the invasion. At the Supreme Commander's left is Comdr. Harry C. Butcher, USNR, Naval aide, who has been through the African, Sicilian and Italian campaigns. Comdr. Butcher for more than a decade was CBS vice-president in Washington and left June 1, 1942, for active duty.

port went out on the air, accompanied by warnings that it came duty could not be sure that the report was true, but they took no chances and soon

—Broadcasting, June 12

At the FCC's allocations hearings CBS asked that the number of FM channels be increased from the 40 authorized and the 75 recommended by the Radio Technical Planning Board to 100 to accommodate the licensing of between 4,000 and 5,000 stations and at least 10 networks. Muzak announced plans to marry "wired radio" with FM to produce a nationwide, nonadvertising, public subscription service. Subscribers would receive music, non-subscribers, a "pig squeal." To that end, Muzak asked the FCC to set aside "a suitable number" of FM channels.

The other major part of the allocations hearings dealt with television: how much and what part of the spectrum should it occupy. Some broadcasters and manufacturers wanted prewar standards to obtain, while others pushed for more advanced postwar specifications. At the same time that CBS requested more FM space, the network also requested that TV be moved above 300 mc to the UHF part of the spectrum where there was room for high fidelity.

After the war, CBS wanted TV moved "upstairs," by requiring high-definition, full-color pictures broadcast on 16 mc bands. RCA, the newly formed Television Broadcasters Association, with Allen B. DuMont as president, and most other manufacturers opposed the move "upstairs," fearing that it would delay postwar television development, not to mention creating problems with patent holdings. "Downstairs" proponents such as RCA held patents at prewar standards;

"upstairs" proponents such as CBS tended to be less invested in prewar equipment.

With or without the benefit of postwar technology, television seemed the big new dimension. Although at the year's end there were only a handful of television stations, the FCC in May prepared for the postwar surge by increasing the maximum number of TV stations that one company could own from three to five. General Electric estimated the annual technical operating cost of a master television station operating eight hours daily and seven days a week would be \$350,000 annually, or \$117 per hour. The total capital investment for such a station was estimated at \$450,000-\$500,000.

In an editorial entitled "Video Vision," BROADCASTING urged the standard broadcaster to "assert his purpose and stake his claim" to the new territories "with the same courage which gave him leadership in aural radio."

Newspaper owners who continued to demand their right to own radio stations were rewarded in January 1944 when the FCC decided not to adopt any general rule barring such ownership. Instead, the commission said it would consider each case individually. Chairman Fly felt that the questions involved in dual ownership remained unsettled.

Other questions were arising in Washington. In February the House Select Committee that had been investigating the FCC for a year began looking into the alleged "forced" sale in 1940 of WMCA

New York by Donald Flamm to Edward J. Noble. Flamm accused the FCC of coercing him into selling the station, testifying that he had been told that the deal was "greased from the White House down." Fly accused committee counsel Eugene C. Garey of "attacking the President of the United States" and carrying on an "underground propaganda mill." Former Governor James M. Cox of Ohio, a newspaper publisher and broadcaster, accused Fly of wanting "radio to be turned over, if not abruptly then by easy stages as political conditions permit, to the government."

When Garey resigned as the probe's general counsel, he accused Clarence F. Lea (D-Calif.), who became committee chairman after the resignation of Representative Eugene Cox (D-Ga.), of interference, saying Lea "repeatedly ignored the mandate of the House, stymied the staff in its work, and converted the investigation to a sheer whitewashing affair." When Fly resigned from the FCC in November, he left a terse statement that he was entering a private law practice, and much speculation that the House probe would end. When John J. Sirica, who replaced Garey as general counsel, resigned in November, Sirica accused the committee of "whitewashing" the investigation because of its 3-to-2 decision to bar the public from the hearings on the sale of WMCA.

With Sirica's resignation, observers predicted the demise of the investigation, especially since the two major antagonists, Cox and Fly, had left the arena. The in-

vestigation would not be much missed. Speaking for much of the industry, BROADCASTING wrote an epitaph: "To date, the House Select Committee to Investigate the FCC must be recorded as the most abysmal bust of the congressional session. . . . It is hard to see where any good has come of this inquiry, which has run through \$110,000 of taxpayers' funds during its nearly two-year tenure. . . . Evidently the plan now is to take testimony until this Congress adjourns prior to the Christmas holidays. Then, we assume, the committee will issue a report, and curl up and die."

As some might have wished, the FCC refused to curl up and die. Instead, the commission regrouped for the future with new faces. Ewell Kirk Jett, an independent, who joined the commission in February, briefly served as interim chairman after Fly's resignation. T.A.M. Craven retired from the commission on June 30 to become vice president of the Iowa Broadcasting Co. Paul A. Porter, radio attorney for CBS, wartime government official and director of publicity for the Democratic National Committee in the 1944 campaign, was nominated in November by Roosevelt to succeed Fly as chairman. Porter was sworn in as chairman in December after Congress had adjourned and before Congress had confirmed his appointment. Rosel H. Hyde, FCC assistant general counsel in charge of broadcasting, was nominated in December to replace Craven.

On the economic front, broadcasters reported that, as 1944 began, the industry remained the leader in employee compensation with an average weekly paycheck of \$55.75. Operating technicians earned an average of \$51.93 per week, announcers, \$47.13, and staff musicians, \$70.03.

This last figure, in the broadcasters' opinions, refuted claims of James C. Petrillo, American Federation of Musicians president, that incipient poverty for staff musicians was the reason for his long-lasting strike against the recording subsidiaries of RCA, CBS and NBC.

Petrillo vowed the strike would be resolved only when networks agreed to pay royalty fees directly to the AFM's unemployment fund. Looking even farther into the future, Petrillo, in May, announced a contract with some network stations to employ AFM musicians as turntable operators. This pitted the AFM against new opponents, such as the National Association of Broadcast Engineers and Technicians and the International Brotherhood of Electrical Workers, unions already established in that area of radio.

The National War Labor Board in March ordered the AFM to resume recording and to return to conditions that prevailed on July 31, 1942, saying the AFM ban impeded the war effort. Petrillo refused. Again in June, after Petrillo's announcement of what came to be called the "pancake blitz," the NWLB ordered a prompt settlement of the recording dispute, a return of AFM musicians to RCA, CBS and NBC, and negotiation of a settlement within 15 days. Petrillo refused to let AFM musicians work for those companies until they accepted the same terms as other recording firms.

Stymied, the NWLB in August referred the Petrillo strike to the Office of Economic Stabilization. Petrillo, in October, rejected a direct appeal of President Roosevelt to terminate the strike, contending such a termination and the concomitant acceptance of lower fees from the struck organizations would jeopardize the 107 existing AFM contracts. RCA, CBS and NBC in November acceded to Petrillo's demands; the expected royalty payments to the union's unemployment fund were estimated at \$4 million per year.

Besides those changes and the preparations for the future of television and FM, the networks shuffled personnel. Time Inc. and Chester J. LaRoche, former head of Young & Rubicam, each paid \$500,000 cash for a 12 1/2% interest in the Blue network. The stock was bought from American Broadcasting System Inc., the holding company of network owner Noble. LaRoche, in September, became the

operating head of the Blue. Edgar Kobak in November resigned as executive vice president of the Blue to become president of Mutual Broadcasting System.

By the end of 1944, there were 943 stations, with 730 affiliated with the four major networks. The Blue had 194 stations, MBS 244, CBS 143, and NBC 149. The top nighttime programs were, in order *Bob Hope*, *Fibber McGee and Molly*, *Jack Benny* and *Walter Winchell* (tied for third), *Kraft Music Hall*, and *Sealtest Village Store*.

But the major event in 1944 radio involved the war and the June 6 Allied invasion of German-occupied France. "For all of us alive today," BROADCASTING declared in advance of D-Day, "the biggest story since Creation is about to break. History's most perfect and best coordinated fighting machine . . . is poised on the British beach awaiting the invasion hour. Just as this is radio's first war, it is radio's first spot news coverage of an invasion. Preparations have been in the making for months. Every network has its invasion staff primed. Communications facilities have been vastly augmented. Around-the-clock coverage will be provided by American radio as long as conditions warrant."

As one preparatory measure, the government had created the American Broadcasting Station in Europe (ABSIE) to inform and guide resistance groups on the European continent. ABSIE went on the air April 30 with this message: "This is the American Broadcasting Station in Europe. . . . We Americans are here to join with the BBC in telling the truth of this war to our friends in Europe and to our enemies . . . The day is not far distant when your radio stations will again be free to tell you the truth instead of the treacherous lies of the Nazis, the collaborationists and the Quislings. . . . We shall give you the signal when the hour comes for you to rise up against the enemy and strike." (Quisling was a Norwegian politician who served the Germans in a puppet government they installed in Norway.) ABSIE broadcast in almost every European language, and ended each 15-minute broadcast with "Yankee Doodle."

In the U.S., sponsors such as the Colgate-Palmolive-Peet Co. notified broadcasters to suspend all commercials on D-Day to expedite news reporting. In March a special Signal Corps public relations group under the direction of then Colonel (later Brigadier General) David Sarnoff and Major General Frank E. Stoner had left for England to make sure that the equipment necessary for news reporting would be available. At that time, only two still pictures a day could be sent by the American news syndicates from England to America, but the syndicates estimated they would need more than 36 pictures every 24 hours after D-Day. Accordingly, the Signal Corps erected its own transmitter and on June 6, sent 67 still pictures of the Normandy invasion, at the rate of seven minutes per picture.

Before the Signal Corps arrived in Eng-



**NEVER ONE** to shy from publicity, AFM Czar James C. Petrillo (center) poses here preparatory to the meeting of his board in Chicago last Monday, at which President Roosevelt's plea to end his 26-month ban on recording was rejected. At left is C. L. Bagley, vice-president; at right is Joseph N. Weber, honorary president and general adviser of AFM, from whom Petrillo wrested the presidency several years ago.

—Broadcasting, Oct. 16





**RADIO'S FUTURE** rests in the hands of these men, members of the FCC, who posed for BROADCASTING's photographer after Paul A. Porter was sworn in as chairman following a recess appointment by President Roosevelt. Seated (l to r): Paul A. Walker, Chairman Porter, Norman S. Case. Standing (l to r): Clifford J. Durr, Ray C. Wakefield, Ewell K. Jett, who served as interim chairman following the Nov. 15 resignation of James Lawrence Fly. Retiring Chairman Jett was first to congratulate his successor. Present also were FCC department heads.

—Broadcasting, Dec. 25

land the broadcast networks shared one circuit between London and New York. Through Sarnoff's intervention, the British Post Office made a second circuit available, and the Signal Corps built one of its own.

Radio warned people in Europe and informed Americans at home. Before the invasion, ABSIE warned the Dutch, French and Belgians to stay indoors since air attacks were imminent. After the invasion, the networks canceled commercials and regularly scheduled programming to permit 24-hour coverage with reports, analyses and official bulletins. The Office of War Information told the world the D-Day story in 28 languages and 11 dialects over all of its transmitters in the U.S., Africa and Europe.

As the invasion began, President Roosevelt read this prayer over the combined American radio networks: "Almighty God, our sons, pride of our country, this day we have set upon a mighty endeavor to preserve our republic, our religion, and our civilization, and to set free a suffering humanity. . . . With Thy blessing, we shall prevail over the unholy forces of our enemy. Help us to conquer the apostles of greed and racial arrogance. Lead us to the saving of our country, and with our sister nations into a world unity that will spell a sure peace—a peace invulnerable to the schemings of unworthy men. And a peace that will let all men live in freedom, reaping the just rewards of their honest toil. Thy will be done, Almighty God!"

NBC telecast that Roosevelt reading in New York, Washington, Philadelphia and Schenectady, N.Y.; this was said to be the first use of portable equipment with image

orthicon cameras on a regular TV program.

On D-Day the number of radio sets in use rose 78% above normal and stayed 19% above normal for the rest of the week (Wednesday-Saturday). BROADCASTING dubbed the D-Day coverage "Radio's Greatest Triumph," and said: "The biggest spot news story in history was handled as expertly as if it were a routine occurrence. . . . Perhaps the most significant development—and the one destined to influence future operations—was the use of transcribed reports of radio war correspondents over all networks. Heretofore, NBC and CBS have turned thumbs down on recordings of any kind. The invasion coverage may spell the end of that taboo."

ABSIE continued to broadcast to German-held territory as the war went on, with the help of such stars as Bing Crosby, who arrived in London to sing "White Christmas" in German. The government, shortly after D-Day, began AEF radio, beamed to the Allied Expeditionary Forces. Directed by Colonel Edward M. Kirby, former public relations director of the National Association of Broadcasters, the AEF became a new part of the Armed Forces Network as a combined project of the British Broadcasting Corp., the Armed Forces Network and the Canadian Broadcasting Corp.

Captain Glenn Miller was a favorite AEF entertainer. His Army Air Force Band played on *I Sustain the Wings*, a network series, as well as on recruiting programs and for war bonds. In 1944 Miller went to England to be closer to the front; in December a plane in which he was a passenger disappeared and never was found.

To reach the Pacific, the government created another radio network. Sailors in the Pacific dubbed the AFN equivalent there the "Mosquito Network." Ships picked up broadcasts from stations on Guadalcanal, New Caledonia, the New Hebrides and other Pacific islands. Later, stations exchanged programs such as "Report to Troops," which related war events to the South Pacific campaign. The *Atabrine Hour*, named for the malaria prophylactic, was a favorite Mosquito Network program. Broadcast at dinnertime, the show opened with Harry James's recording of "The Flight of the Bumblebee" backing these words: "Brought to you by Atabrine. They may taste awful, but fellers, they're healthful—they're wonderful—they're free. Reach for Atabrine instead of dessert, while I reach for Benny Goodman's recording of 'Stardust.'"

To inform Americans through dramatization of the war effort in China-Burma-India, the government supported the program, "Yanks In the Orient." Under the direction of Lieutenant Colonel Paul Jones, Lieutenant Colonel Rankin Roberts, Lieutenant Colonel Fenis Farr, a *March of Time* writer, with Lieutenant Bert Parks as announcer, the program was produced in China for the networks at home. The transcribed shows were sent to the U.S. for broadcast on ABC.

Radio was central to the history of 1944, from D-Day to the first announcement of General Douglas MacArthur's return to the Philippines on Oct. 20, to radio engineer Morris Pierce's plan that enabled the intact capture of Radio Luxembourg for the OWI, to bond drives at home. Much of the next year would pass before the war would end and AM broadcasters would face a readjustment to a postwar surge of competition from new stations and new media.

## Stay Tuned

1. Who was the journalist who broke the embargo and prematurely reported the surrender of Germany?
2. What was the wartime secret that reporters and commentators guarded so well and drew the praise of Byron Price, director of censorship?
3. How much did it cost broadcasters to cover the San Francisco conference to organize the UN?
4. Which FCC commissioner insisted that a station licensee's promises be compared with its actual performance?
5. The sale of WJW Cincinnati resulted in what rule that the FCC followed in subsequent sales?

**The answers next week,  
in "1945."**

# For the Record

As compiled by BROADCASTING Dec. 29 through Jan. 5 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New Stations

### FM applications

■ Thatcher, Ariz.—Payne Broadcasting Inc. granted 99.1 mhz, 100 kw. HAAT: 2,383 ft. Address: 1 Wards Canyon, Box 1118, Clifton, Ariz. 85533. Estimated construction cost: \$69,370; first-quarter operating cost: \$12,000; revenue: \$15,000 (year). Format: MOR. Principals: John W., Charles E. and Ronald K. Payne (brothers). Action Nov. 26.

■ Silverton, Colo.—Longhorn Communications granted 103.9 mhz, 2.23 kw. HAAT: -2,028 ft. Address: 29 North Slope; Union Gap Village, Clinton, N.J. 08809. Estimated construction cost: \$35,000; first-quarter operating cost: \$16,200; revenue: \$50,000. Format: MOR. Principals: Theresa Kessler (65%); William Howell (25%), and two others. Kessler is business manager of WBRW(AM) Somerville, N.J. Howell is owner Silverton, Colo., retail gift shop. They have no other broadcast interests. Action Dec. 24, 1980.

■ Danbury, Conn.—Danbury Community Radio Inc. granted CP for new Educational FM on 88.5 mhz., ERP: 18.1; antenna height -89 ft.; conditions (BPED-2709). Action Dec. 24, 1980.

■ Manhattan, Kan.—HGB Corp. seeks 103.9 mhz, 2.4 kw, HAAT: 342 ft. Address: 400 Poyntz Ave., Manhattan 66502. Estimated construction cost: \$58,300; first-quarter operating cost: \$108,000; revenue: \$143,000. Format: CW/popular. Principals: David M. Browne (37%), John C. Browne Jr. (12%), William S. Green (16%), Jo Ann S. Green (16%) and three others. Brownes' are partners in Maryville, Kan. department store. William Green is Manhattan stockbroker. Jo Ann is housewife. They have no other broadcast interests. Ann. Jan. 2.

■ Sidney, Mont.—Fisher Land & Development Co. granted 95.1 mhz, 100 kw. Address: Highway 16 South Sidney 59270. Estimated construction cost: \$20,974; first-quarter operating cost: \$44,660; revenue: \$195,000. Format: MOR. Principals: Gerald D. Fischer (66.83%), J.E. Fischer (20.42%), R.D. Fischer (12.75%). Gerald and J.E. are married, R.D. is their daughter. They own Fischer Land and Development Co., developer/investor, motel restaurant and cattle raising. They have no other broadcast interests. Action Dec. 24, 1980.

### AM action

■ White Bear, Minn.—Dismissed application of White Bear Radio Corp. for new AM (BP-13, 958). Action Dec. 4, 1980.

### AM licenses

■ \*KTBA Tuba City, Ariz. (Navajo Bible School and Mission Inc.).

■ WKWM Kentwood, Mich. (Richard L. Culpepper).

■ WSVC Dunlap, Tenn. (Morgan Broad Casting Co.).

■ WSVQ Harrogate, Tenn. (Appalachian Communications).

### FM license

■ KXXE-FM Forsyth, Mont. (Gold Won Radio Corp.).

## Ownership Changes

### Actions

■ KYOR-AM-FM Blythe, Calif. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 100.3 mhz, 35.1 kw)—Granted assignment of license from Blythe Radio Inc. to James S. Mayson for \$500,000. Seller is owned by Robert R. Hull and Willis E. Stout (42% each) and three others. They have no other broadcast interests. Mayson is Riverside, Calif., physician with no other broadcast interests. Action Dec. 24, 1980.

■ KFMI(FM) Eureka, Calif. (FM: 96.3 mhz, 30 kw)—Granted assignment of license from C&M Broadcasting to Radio Eureka Inc. for \$850,000 plus \$100,000 noncompete agreement. Seller is owned by Roger J. Rocke, who has sold KNCR(AM) Fortuna, Calif. (see below). He has no other broadcast interests. Buyer is principally owned by privately held Chicago investment firm, EMENCO Investments Inc. Jerry Levin is president. It has also purchased, subject to FCC approval, KATA(AM) Arcata, Calif. (BROADCASTING, July 28, 1980). It has no other broadcast interests. Action Dec. 24, 1980.

■ KNCR(AM) Fortuna, Calif. (AM: 1090 khz, 10 kw-D)—Granted assignment of license from C&M Broadcasting to The Woodruff Organization for \$150,000. Seller: Roger Rocke who has also sold KFMI(FM)

Eureka, Calif. (see above). Buyers: Norman Woodruff (25 1/2%), Raymond C. Rask (24 1/2%), William J. Kapla (50%). Woodruff and Rask operate the Woodruff Organization, San Francisco broadcast consulting firm which operates own network. Kapla is San Francisco physician. They have no other broadcast interests. Action Dec. 24, 1980.

■ KMCE(AM) Merced, Calif. (AM: 1580 khz, 1 kw-D)—Granted assignment of license from KWIP Broadcasting Inc. to Cal Central Broadcasting Inc. for \$500,000. Seller: Ron Smith and wife Nancy who also own KXEM(AM) McFarland and KXES(AM) Salinas, both California. Buyer: Dennis L. Cresswell (46%), Robert L. Dochterman (18%), James C. Diaz (17%), Tom Birseno (16%) and Anthony A. Rossi (3%). Cresswell is Palo Alto, Calif., public relations executive. Dochterman is broadcasting instructor with Chebot College, Hayward, Calif. Diaz is Pacific Telephone Co. executive, San Francisco. Birseno is announcer for KLIV(AM) San Jose, Calif. Rossi is sales manager for Cudahy Foods, Hayward. Action Dec. 24, 1980.

■ KAAP-AM-FM Santa Paula, Calif. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 87 kw)—Granted assignment of license from Rancho Broadcasting Inc. to Lincoln Dellar (65%), Donald E. Pummill (20%) and Louis P. Murray (15%) for \$500,000. Seller is owned by William F. Wallace and his wife, Anne, who have no other broadcast interests. Lincoln Dellar and his wife Sylvia own KMEN(AM) San Bernardino, Calif. In addition, Lincoln owns small interests in KFAC-AM-FM Los Angeles. Murray is general sales manager of KARM(AM) Fresno, Calif., and Pummill is officer of KACY(AM) Port Hueneme, Calif., which Dellar sold in 1977. Action Dec. 31, 1980.

■ WFIF(AM) Milford, Conn. (AM: 1500 khz, 5 kw-D)—Granted assignment of license from Colonial Broadcasting Co. to K.W. Dolmar Broadcasting Co. for \$425,000. Seller: Blair Walliser (89%), J. Olin Tice Jr. (1.5%) and six others. Seller parent, Communications Corp. of America also has 49% interest in WBUG(AM) Ridgeland, S.C. Tice has sold WCAY(AM) Cayce, S.C. (BROADCASTING, Oct. 20). Buyer: Walter W. Curley and Kenneth R. Chapin (35% each) and Edward T. Jones (30%). Curley, retired, is former president of Liverpool, N.Y., manufacturer of library furniture and supplies. Chapin is Milford, Conn., media broker, formerly associated with media brokerage firm of Keith Horton Co. Jones is operations manager of KPLX(FM) Fort Worth. They have no other broadcast interests. Action Dec. 24, 1980.

■ WSB(AM) Boca Raton, Fla. (AM: 740 khz, 1 kw-D, DA-2)—Dismissed application for transfer of control of station from Burbach Radio Inc. (100% before; none after) to Howard J. Kotlicky (none before; 100% after). Consideration: \$500,000. Principals: Robert H. Burstein (45%), John L. Laubach Jr. (30%), D. Larry Deitch (15%) and Estate of Thomas F. Fleming Jr. (10%). Burstein and Laubach have, in separate partnership, purchased WXIL(FM) Parkersburg, W. Va. (BROADCASTING, May 19). Others have no other broadcast interests. Kotlicky is Boca Raton, Fla. investor with no other broadcast interests. Action Dec. 24, 1980.

■ WAPE(AM) Jacksonville, Fla. (AM: 690 khz, 50 kw-D, 10 kw-N)—Granted assignment of license from Sis Radio Inc. to Eastjack Broadcasting Corp. for \$1,835,000. Seller: Controlled by Harriet A. Kaplan (president) and family. They also own WAYS(AM)-WROQ(FM) Charlotte, N.C. Buyer: ERI Communications Inc. (90%) and Richard F. Marcellan (10%). ERI is owned by Francis L. Boyle, chairman, and 45 others. It is parent company of Eastman Radio Inc., New York-based radio sales representative. It owns 50% of WIBX(AM)-WIBQ(FM) Utica, N.Y. and has 80% interest each in applicants to purchase WCSH(AM) Portland (BROADCASTING, Aug. 11, 1980) and WLOB-FM Westbrook (BROADCASTING, Nov. 17, 1980) both Maine. Marcellan is former vice president and general manager of KFJZ-AM-FM Fort Worth. He has no other broadcast interests. Action Dec. 31, 1980.

■ WQHI(FM) Jeffersonville, Ind. (Louisville, Ky.) (FM: 95.7 mhz, 32.8 kw)—Granted assignment of license from Whatever's Fair Inc. to Frank E. Wood (principal) and father, Frank Wood, for \$2.175 million.

**NOTE  
NEW  
ADDRESS**



**EDWIN TORNBORG  
& COMPANY, INC.**

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Seller is owned by John Rutledge (80%) and Chuck LeGette (20%). They also own WINN(AM) Louisville. Wood owns WEBN(FM) Cincinnati of which younger Wood is president and general manager. Action Dec. 24, 1980.

■ KCTO-AM-FM Columbia, La. (AM: 1540 khz, 1 kw-D; FM: 103.1 mhz)—Granted transfer of control of stations from Ernest R. Sandidge (80% before; none after) to Tom D. Gay (20% before; 100% after). Consideration: \$100,000. Seller: Sandidge also owns 80% of KLPL-AM-FM Lake Providence, La. Buyer: Gay is general manager and 20% owner of KCTO-AM-FM. He is also general manager and 20% owner of KLPL-AM-FM. Action Dec. 24, 1980.

■ KBEW(AM) Blue Earth, Minn. (AM: 1560 khz, 1 kw-D)—Granted assignment of license from Faribault County Broadcasting Co. to Minnesota-Iowa Radio Inc. for \$750,000. Seller is owned principally by Paul C. Hedberg who is also principal owner of KEEZ(FM) Mankato, KQAD-AM-FM Luverne and KMRS(AM)-KKOK(FM) Morris, all Minnesota, as well as cable system in Blue Earth. Buyer is owned principally by Jerry Papenfuss who also owns KAGE-AM-FM Winona and KBRF-AM-FM Fergus Falls, both Minnesota. Action Dec. 31, 1980.

■ KSRD(FM) Seward, Neb. (FM: 96.9 mhz, 100 kw)—Granted assignment of license from Tricounty Broadcasting to KSRD Radio Co. for \$530,000. Seller: Frank R. Newell (61.67%), wife Dianne (5%) and Richard E. Witkowski (33.33%). They have no other broadcast interests. Buyer: Herman Lee Reavis, Vinny R. Wheeler and sons Stephen, Leonard, and Clark (20% each). Reavis is executive vice president AM operations for Mel Wheeler Inc., licensee of WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT(AM)-KDDC(FM) Denton, Tex., last having been sold (BROADCASTING, July 21, 1980). Vinny Wheeler is wife of Mel Wheeler and secretary/treasurer of his radio operations. Stephen, Leonard and Clark, sons of Mel Wheeler, each have 10% interest in father's radio properties. Stephen is producer for KCST-TV San Diego; Loenard is assistant manager of KITT(FM) San Diego, which Mel Wheeler has 50% interest in and which has been sold subject to FCC approval (BROADCASTING, July 14, 1980). Clark is station manager of KDNT-KDDC. Action Dec. 24, 1980.

■ WYNC(AM) Yanceyville, N.C. (AM: 1540 khz, 1 kw-D)—Granted assignment of license from WMC Broadcasters Inc. to Caswell County Associates for \$60,000. Seller: Charles A. Womack Jr., Harold D. McCain and Samuel F. Cooper (one-third each). Cooper will retain 10% interest in station after completion of sale. They have no other broadcast interests. Buyer: Robert E. Johnson and Leo T. Martin (45% each) and Samuel F. Cooper (10%). Johnson is president and 20% owner of WYAK-AM-FM Surfside Beach-Garden City, S.C. Martin is 50% owner of H&R Block Co. franchise chain (eight locations in South Carolina). Action Dec. 15, 1980.

■ KRRO(AM) Ardmore, Okla. (FM: 92.1 mhz, 3 kw)—Granted assignment of license from J.W. Braver to Pro Media Inc. for \$300,000. Seller: Braver has no other broadcast interests. Buyer: Richard L. Moore (51%) and Robert D. Hanna (49%). Moore, Midland,

Tex.-based, has various oil and gas interests throughout state. Hanna is Dallas-based media broker. He owns 20% of KERV(AM)-KPFM(FM) Kerville, Tex. He is 33% owner of Black Cat Broadcasting which has purchased KROX(AM) Crookston, Minn. (BROADCASTING, July 14, 1980). He is also 27% owner of applicant for new FM in Crookston. Moore has no other broadcast interests. Action Dec. 24, 1980.

■ KLYX(AM) Sioux Falls, S.D. (AM: 1520 khz, 500 w-D)—Granted assignment of license from Sodak Broadcasting Inc. to MRI limited partnership for \$175,000 (long term) or \$135,000 cash at closing. Seller: Neil Clarke (80%) and Dennis A. Mathis (20%). They have sold, subject to FCC approval, KLYX-FM Sioux Falls. Buyer: Mid-America Radio Inc. (general partner [30%] and ten limited partners). Mid-America is owned by Rollyn H. Samp (23.5%) and George L. Robertson (35.3%) and four others. Samp is Sioux Falls realtor Robertson is Sioux Falls advertising executive. They have no other broadcast interests. Action Dec. 24, 1980.

## Facilities Changes

### FM application

■ WDSC(FM) Dillon, S.C.—Seeks CP to increase ERP to 100 kw, HAAT to 553 ft., install new ant., trans., and transmission line. Ann. Jan. 2.

### AM actions

■ KRRX(AM) San Jose, Calif.—Granted CP to increase power to 50 kw-D; make changes in ant. sys.; conditions (BP-791128AD). Action Dec. 22, 1980.

■ WROZ(AM) Evansville, Ind.—Dismissed application of Radio Evansville Inc. for CP to make changes in ant. sys. (BP-20, 985). Action Nov. 26, 1980.

■ WVN(AM) Salem, N.H.—Dismissed application for CP to increase power to 25 kw and make changes in DA system, and change trans. (BP-20, 546). Action Nov. 28, 1980.

■ WATS(AM) Sayre, La.—Granted CP to increase power to 5 kw (BP-800115AE). Action Dec. 22, 1980.

■ WAYY(AM) Chippewa Falls, Wis.—Granted CP to change TL to S.W. corner of county highways "P" & "OO", Chippewa Falls; make changes in ant. sys.; conditions (BP-800121AM). Action Dec. 22, 1980.

■ WTSO(AM) Madison, Wis.—Dismissed application of Midcontinent Broadcasting Co., of Wisconsin Inc. for CP to redescribe TL to Tower Rd., W. of Highway 51, near McFarland, Wis., and make changes in ant. sys. (BP-20, 995). Action Nov. 26, 1980.

■ WZUU(AM) Milwaukee—Granted CP to change SL from Milwaukee to Greenfield, Wis.; change hours of operation to U by adding 5 kw-N; increase D power to 5 kw; change non-DA to DA-2; change TL and SL to 5732 W. Rawson Ave., Franklin, Wis., and make changes in ant. sys.; conditions (BP-800328AD). Action Dec. 19, 1980.

## In Contest

### FCC decisions

■ FCC has affirmed its July 17 decision granting application of Santa Monica Broadcasting Inc., to change TL, power and ant. height of KSRF(AM) Santa Monica, Calif. In so doing, FCC denied Hutton Broadcasting Inc.'s petition for reconsideration. Hutton, licensee of co-channel station KOCM(FM) Newport Beach, Calif., had petitioned to deny KSRF facilities change application stating that grant would increase interference to its operation. In denying reconsideration FCC said Hutton had not established any new basis for rejecting FCC's original conclusion that interference to KOCM would be reduced slightly. (FCC 81-8). Action Jan. 8.

■ FCC has certified to Small Business Administration (SBA) that FCC rulemakings to amend tables of FM or TV channel assignments would not have significant economic impact on substantial number of small entities and therefore are not subject to certain new regulatory procedures, required by Regulatory Flexibility Act of 1980, designed to ensure that federal agencies consider economic effects of each rule on small businesses, small nonprofit organizations and small government jurisdictions. It requires that for rulemakings begun after Jan. 1, federal agencies follow certain procedures whenever rule, if adopted, would have significant impact on substantial number of small entities.

Act requires FCC to prepare and make available for public comment analyses of possible impact on small entities both for notices of proposed rulemaking and for final report and order. However analysis requirements do not apply if agency head notices of proposed rulemaking and for final report and order. However analysis requirements do not apply if agency head certifies, by publication in Federal Register and by notification to SBA, that proposed rule will not have substantial impact on small entities. FCC regularly conducts rulemakings to amend FM and TV channel assignment tables in its rules. FCC said such rulemakings maintain same procedural safeguards as other rulemakings but concern only limited number of communities or parties and therefore are properly exempted because they do not have kind of impact on small entities covered by Regulatory Flexibility Act. (FCC 81-14). Action Jan. 8.

## Allocations

### Application

■ Canton, Ill.—Canton Communications requests amendment of FM table of assignments to assign 100.9 mhz to Canton. (RM-3816). Ann. Jan. 9.

### Actions

■ New Smyrna Beach, Orlando, and Winter Park all Florida—In response to various petitions, proposed three plans to amend TV table of assignments for New Smyrna Beach, Orlando and Winter Park: 1) Substituting noncommercial reservation of ch. 15 at New Smyrna Beach with chs. 46 and 68 with one of those to be reserved for noncommercial use, reassigning ch. 15 to Orlando for commercial use, and assigning ch. 65 to Winter Park; 2) substituting ch. 15 with chs. 46 and 68 at New Smyrna Beach, and assigning chs. 15 and 65 to Orlando for commercial use; 3) retaining ch. 15 at New Smyrna Beach but as commercial assignment, assigning ch. 46 to New Smyrna Beach as noncommercial reservation, and assigning ch. 65 to Orlando. Comments Beach, and assigning chs. 15 and 65 to Orlando for commercial use; 3) retaining ch. 15 at New Smyrna Beach but as commercial assignment, assigning ch. 46 to New Smyrna Beach as noncommercial reservation, and assigning ch. 65 to Orlando. Comments due Feb. 23, replies Mar. 16. (BC Doc. 80-774). Action Dec. 23, 1980.

■ Norton, Kan.—In response to petition by Norton Broadcasting Inc. proposed assigning 106.7 mhz to Norton as its first FM assignment, comments due March 2, replies March 23 (BC Doc. 80-782). Action Dec. 31, 1980.

■ Memphis, Mo.—Assigned 96.7 mhz to Memphis as its first FM assignment, effective March 2 (BC Doc. 80-132). Action Dec. 30, 1980.

■ Lawton, Okla.—Assigned 95.3 mhz to Lawton as its third FM assignment, effective March 3 (BC Doc.

## Summary of broadcasting

### FCC tabulations as of Nov. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,572	3	0	4,575	119	4,694
Commercial FM	3,267	2	3	3,272	137	3,409
Educational FM	1,085		1	1,086	72	1,158
Total Radio	8,824	5	4	8,833	328	9,261
Commercial TV						
VHF	517	1	0	519	10	528
UHF	233	0	0	233	92	325
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1,006	4	9	1,019	123	1,122
FM Translators	344	0	0	344	179	523
TV Translators						
UHF	2,572	0	0	2,572	251	2,823
VHF	1,362	0	0	1,362	498	1,860

\*Special temporary authorization

\*\*Includes off-air licenses

80-194). Action Jan. 6.

■ The Dalles, Ore.—Assigned 97.7 mhz to The Dalles as its second FM assignment, effective March 3 (BC Doc. 80-146). Action Jan. 6.

■ Elkins, W. Va.—Assigned 95.3 mhz to Elkins as its first FM assignment, effective March 2 (BC Doc. 80-142). Action Dec. 31, 1980.

■ West Salem, Wis.—Dismissed petition by Good News Radio Inc. proposing assigning 101.7 mhz to West Salem (BC Doc. 80-179). Action Jan. 6.

## Cable

■ The following cable service registrations have been filed:

■ The Dill City Co., for Dill, Bessie and Roosevelt, all Oklahoma (OK0211-3) new systems.

■ William S. James, for Dallas (TX0724) new system.

■ Perry Cable TV Corp., for Jupiter, Riviera Beach and Greenacres, all Florida (FL0505-7) new systems.

■ Rocky Mountain Cable, for Eagle, Colo. (CO0153) new system.

■ Blue Ridge Cable Television Inc., for Middle Smithfield, Pa. (PA1924) new system.

■ Storer Cable TV of Florida Inc., for Pembroke, Fla. (FL0508) new system.

■ Camelback Cablevision Inc., for Peoria, Youngstown and Sun City, all Arizona (AZ0110-2) new systems.

■ Tele-Media Co. of Ridgway, for Ridgway, Pa. (PA0465, PA1925) new system.

■ United Cable Communications Co., Boulder, Nev. (NV0048) new system.

■ Miami Valley Cable Inc., for Millvale, Hanover, Wayne, Carlisle, Monroe, Turtlecreek and Miami, all Ohio (OH0835-40) new systems.

■ Salem Cable TV Co., Roanoke, Va. (VA0247) new system.

■ Telecom Cablevision Inc., for St. John, Vinita Park, Hanley Hills and Charlack, Mo. (MO0244-5, 00247-8) new systems.

■ Warner Amex Communications of St. Louis Inc., for Grantwood Village, Twin Oaks, Sunset Hills and Warson Woods, all Missouri (MO0240-3) new systems.

■ United Cable Communications Co., for Las Vegas, North Las Vegas and Henderson, all Nevada (NV0045-7) add signals.

■ Tri-State Cablevision Inc., for Gosnell, Ark. (AR0213) new system.

■ Tele-Media Co. of Ridgway, for Horton and Snyder, both Pennsylvania (PA1370 and PA1284) add signals.

■ Luling Cablevision Corp., for Luling, Tex. (TX0725) new system.

■ Ocean Reef Cable Television, for Ocean Reef Club, Fla. (FL0502) new system.

■ Orem Cable TV, for Orem, Utah (UT0058) new system.

■ Eaton Rapids Cable TV Inc., for Eaton Rapids, Mich. (MI0444) new system.

■ South Houston CATV, for South Houston, Tex. (TX0381) new system.

■ Coaxial Communications of Central Ohio Inc., for Columbus, Whitehall, Reynoldsburg and Franklin county, all Ohio (OH0817-20) new systems.

■ Midwest Video Electronics of Tomahawk Wisconsin Inc., for Tomahawk, Wis. (WI0235) new system.

■ Columbia Cable TV of Rosenberg, for Rosenberg and Fort Bend, both Texas (TX674-5) new systems.

■ Columbia Cable TV, for Houston, Harris, Fort Bend, Jacinto City and Galena, all Texas (TX0676-9, TX0671-3) new systems.

■ Cable Systems Inc., for Stafford, Kan. (KS0255) new system.

■ Genesee County Video Corp., Bergen, N.Y. (NY0878) new system.

■ Liberty TV Cable Inc., for Hartford and Bangor, both Mich. (MI0456-7) new systems.

■ Delta Video Inc., for Dunklin and Gibson, both Missouri (MO0234,6) new systems.

■ Covington Cable Television, for Covington, Ga. (GA0295) new system.

■ Owensboro On the Air Inc., for Hancock, Ky. (KY0471) new system.

■ TV Transmission Inc., for Inglewood, Neb. (NE0074) new system.

■ Gateway Cablevision Corp., for Amsterdam, N.Y. (NY0879) new system.

■ Multi-channel TV Cable Co., for Morrow, Ohio (OH0815) new system.

■ Warner Amex Communications Inc., for Land- ingville, Pa. (PA1905) new system.

■ Teleprompter Corp., for Corbin, N.J. (NJ0455) new system.

■ Video International Productions, for Woodleaf Apartment and Cross Creek Apartments, both Texas (TX0680-1) new systems.

■ Warner Amex Cable Communications Inc., Har- rison, Ohio (OH0816) new system.

■ Lake of the Woods CATV, for Candlewood Estates and Woods Apartments, both Illinois (IL0420-1) new systems.

■ Earl J. Chadwell, for Blanco, Tex. (TX0670) new system.

■ Nueces County Cable TV Inc., for Port Aransas, Tex. (TX0669) new system.

■ Atascosa County Cable TV Inc., for Pleasanton, Tex. (TX0668) new system.

■ Buckeye Cablevision Inc., for Holland, Ohio (OH0814) new system.

■ Community Telecable Bellevue Inc., for Kirkland, Wash. (WA0310) new system.

■ Warner Amex Cable Communications Inc., for Tusculum, Tenn.; Mesquite, Tex., and Dublin, Ohio (TN0178, TX0682, OH0821) new systems in Tusculum and Mesquite and add signals in Dublin.

■ Chester County Broadcasting Co., for East Bran- dywine, Pa. (PA1907) new system.

■ Commonwealth Cablevision of Massachusetts, for Granby, Mass. (MA0118) new system.

■ Warner Amex Cable Communications Inc., for Ascutney, Vt.; Seltzer, Mechanisville, North Manheim, South Manheim, Wayne, Taylor and Cass, all Pennsylvania; Winton, Minn.; Rio Bravo, Calif., and Sedona, Ariz. (VT 0129, PA 1910, 08, 09, 11, 1312, 06, MN 0185, CA 0824, AZ 0107) add signals in Sedona; new system in all other communities.

■ Galax Cablestystems, for Galax, Va. (VA0244) new system.

■ Breckenridge Cablevision Inc., for Summit, Colo. (CO0092) new system.

■ Malone Newchannels, for Constable, N.Y. (NY0885) new system.

■ Vista Cable Inc., for Nichols Addition and Lehe Ad- dition, both Indiana (IN0232-3) new systems.

■ Potsdam Newchannels, for Madrid, N.Y. (NY 0886) new system.

■ Alert Cable TV of South Carolina, for Andrews, S.C. (SC0164) new system.

■ Vista Cable Inc., for Meadow North, Ind. (IN0231) new system.

■ Cablevision of Oklahoma Inc., for Blair, Neb. (NE0076-7) new system.

## Satellites

■ Based on FCC tabulations announced Sept. 2 there are 4,364 licensed earth stations. Approximately 3,800 are receive-only with remainder being transmit- receive. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only stations is approximately 3 to 1.

### Applications

■ Cumberland Valley Communications Corp. for Lebanon, Tenn. (4.6m; S-A; E2802).

■ Tele-Media Company of Waynesburg for Waynesburg, Pa. (5m; AFC; E2809).

■ Saratoga Cable T.V. Co. Inc., for Saratoga Springs, N.Y. (6m; S-A; E2810).

■ Community T.V. Corp. for Gilford, N.H. (6m; Har- ris; E2811).

■ Satellite Business Systems for St. Louis. (5.5m; Hughes; E2813)

■ Satellite Business Systems for Los Angeles. (5.5m; Hughes; E2814).

■ Clear Cable-Vision Inc. for Dora Junction, Ala. (4.6m, S-A. E2815).

■ ATC Cablevision of South Pasadena for South Pasadena, Calif. (5m; Hughes; E2816).

■ El Cortez Hotel for Las Vegas. (5m, AFC; E2817).

■ Riverside Cable Co. Inc. for Zanesville, Ohio (5.6m; Gardiner; E2818).

■ Metrovision Inc. for Eaton Rapids, Mich. (5m; S-A; E2819).

■ Metrovision Inc. for Menomonee Falls, Wis. (5m; S-A; E2819).

### Grants

■ Satellite Business Systems for San Francisco (E2550).

■ Satellite Business Systems for Hartford, Conn. (E2551).

■ Satellite Business Systems for Chicago (E2552).

■ Satellite Business Systems for Atlanta (E2581).

■ Satellite Business Systems for Baltimore (E2582).

■ Satellite Business Systems for Houston (E2583).

■ U.S. Satellite Corp. for Salt Lake City (E2595).

## Call Letters

### Applications

Call	Sought by
<b>New FM's</b>	
KLEO	Broadcasting Enterprises Inc., Caulksv.,Ile, Ark
KQZR	Tri City Broadcast ng Inc., Craig, Colo
KFIX	Rio Radio Broadcasting, .aredo, Tex
<b>Existing AM's</b>	
WDAI	WPOC Pont ac, Ill
KWLO	KWWL Waterloo, Iowa
WOAM	WAQP Otsego, Mich
<b>Existing FM's</b>	
WBYC FM	WIDE FM B ddeford, Me
KLAN	KGSG Glasgow, Mont
WSSX-FM	WPX Charleston, S C

### Grants

Call	Assigned to
<b>New AM</b>	
WASG	Alabama Native Broadcasting Co., Atmore, Ala
<b>New FM's</b>	
KCRH	South County Community College District- Chabot College, Hayward, Calif
KCEQ	Del Valle High School Acalanes Union High School Distr ct, Walnut Creek Calif
KIUI-FM	Four Rivers Broadcasting Co., Sullivan, Mo
WMJW	Mississippi University for Women, Columbus Miss
WPAC	Wireless Works Inc., Ogdensburg, N Y
KOFO	Tilco Broadcasting Inc., Freder ck, Okla
KITO	DLB Broadcasting Corp., Vinita Okla
WCEF	Randy Jay Communicat ons Corp., R p ey, W Va
<b>Existing AM's</b>	
WSBY	WBOC Salisbury, Md
WFLT	WAMM Flint Mich
WPEX	WWDE Hampton Va.
<b>Existing FM's</b>	
WPEZ	WCRY-FM Macon Ga
WAJY	WWL-FM New Orleans
WQHQ	WBOC FM Ocean City Salisbury, Md
KQAY-FM	KTNM-FM Tucumcari, N M
WPRR	WVAM-FM Altoona, Penn
<b>Existing TV</b>	
WRET-TV	WRTS-TV Spartanburg, S.C



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Can you do it?** Prove it and make yourself eligible for a new sales managers position with our young aggressive chain of stations. New AOR FM formatted station with state of the art equipment. Programming and promotional budget top shelf. All sales tools and beautiful compensation package will be given to person chosen to lead new sales staff. Send resume and salary requirements first letter. Box A-51.

**Take charge Sales Manager** needed for major Southeast station. Excellent opportunity for well experienced sales management expert. Excellent base, incentives and fringe benefits. Send complete resume immediately. EOE. Box A-63.

**General Manager** for dynamic Spanish language station in major western city. Must be strong in both selling and administration. Send resume to Western Radio Recruiters, 2425 Alamo S.E., Albuquerque, NM 87106.

**AM-FM GM opening.** Good opportunity for general manager to operate an AM-FM combination in a significant midwestern market. Good background in Sales preferred. Previous top management experience a plus but not essential. Good pay and excellent opportunity for advancement with growing broadcasting company. An equal opportunity employer. M/F. Send full resume to Box A-78.

**General Manager** for Mid West AM/FM Combo, Automation, Medium size market. Sales experience needed. EEO. Send resume to Box A-104

**General Manager** with strong sales background wanted for small market station in Iowa. Send resume and salary requirements. Box A-109.

**Sales Managers:** Dissatisfied with life in big markets, but want to keep big challenges and big money. We're extremely successful, people-oriented AM-FM with strong 10-person sales staff in burgeoning market. New leadership needed to develop sales people to their fullest. Must be experienced, enthusiastic, highly ethical, skilled in teaching, and learned in all aspects of creative professional selling. Resumes to Jim TerLouw, KQIL-KQIX, Box 340, Grand Junction, CO 81502. E.O.E.

**General Manager** with proven marketing and sales ability needed for this Sunbelt facility. Excellent advancement opportunity for someone who, with the highest of integrity, shares our sense of dedication and commitment toward achieving our high goal of excellence. Equal Opportunity Employer. Send resume in confidence to Box A-128.

**WMUB.** Promotion/Development Manager. BA required; MA desirable. Experience in broadcasting or arts management required. Not an entry level position. Responsibilities; promotion, program underwriting and fundraising, coordinating volunteers, publishing monthly Program Guide. Salary dependent upon qualifications. Liberal benefits include fee waiver, Miami University. This is a re-advertisement of position. Send letter of application, resume, and direct three confidential letters of reference to William L. Utter, Manager, WMUB, Miami University, Oxford, OH 45056. EEO/MF.

**If you are strong** in sales and interested in part al ownership and management situation with a midwest radio station, contact us at Box A-131.

**Religious Radio General Manager** needed immediately for top twenty market in lower midwest. Experience in local commercial sales, managing sales force a must. We are the largest inspirational chain in the country. This is a once in a lifetime opportunity. Contact Dick Marsh, Vice-President, Universal Broadcasting at 3844 East Foothills Boulevard, Pasadena, CA 91107 213-577-1224. I will be at the NRB Convention. Universal is an equal opportunity employer.

### HELP WANTED SALES

**Michigan resort area** powerhouse needs three additional salespeople, each capable of billing over \$150,000 per year. Great opportunity to grow with established market leader. EOE Respond immediately to Box P-173.

**New Jersey Powerhouse,** WKXW, Trenton, 50 kw Adult Contemporary FM, 5 kw Adult Standards AM. Super career opportunity to advance, learn and make good money. Call Bill Musser, GM, 609-882-8471. EOE M/F.

**Small market Arkansas station** needs Sales Manager with RAB, Welch, or Jennings training. Must be experienced and able to lead present staff. Prefer middle age family person, with southern background, willing to be community involved. Position could lead to Manager-Sales Manager with buy in opportunity. Based on performance, first year's salary should be between 28 and 32 thousand. Box A-77.

**North Carolina—AM/FM** looking for strong closer with killer instinct. Must be experienced self-starter. Active account list. Station sales up 43% in 2 years. We want more! Box A-83.

**Long Island Adult Contemporary** station looking for aggressive experienced sales people. Leadership qualities could lead to management immediately. Top list, excellent compensation. Resume to WGBB, 1240 Broadcast Plaza, Merrick, NY 11566. E.O.E.

**We're Expanding!!** Rare opening for two super qualified local radio salespeople. Must be experienced and a true self-starter. Station located in one of the fastest growing cities in Arizona, just an hour from Tucson. If you're ready to make the move to the sun belt, send resume to Bob Boysen, Sales Manager, KSAV-AM Radio, P.O. Box 2050, Sierra Vista, AZ 85635. No phone calls please. EOE M/F.

**WSDR wants two of you.** We gross one million dollars in a rural Illinois market. We know we can do much more with two additional advertising specialists. You must be good. CRMC's preferred. Send complete information to: Don Oberbillig, Local Sales Manager, WSDR Radio, P.O. Box 399, Sterling, IL 61081. E.O.E.

**KLEB/KZZQ is in need** of experienced outside salespeople to work the Houma and Thibodaux retail market. We are a fast growing organization offering the right people an opportunity that may come only once in a lifetime, in this exciting money making market of advertising. If interested please send resume to: Mr. Frank Landry c/o KLEB/KZZQ, 1842 Henry St. Golden Meadow, LA. KLEB/KZZQ is an affirmative action equal opportunity employer.

**Retail Sales Professionals.** Sell AM or FM in Southern California's fastest growing market. Good base. 20% Benefits. Fabulous living conditions. Desire to manage expected. E.O.E. Contact: David Ruleman, KOWN AM/FM, P.O.B. 398, Escondido, CA 92025. 714-745-8511. Do it now!

**Strong medium market AM/FM** combination seeks a creative, problem solving sales person on the way up. Good selling and writing skills a must. Recent college grad with commercial selling experience and/or one to two years small market experience desired. Write or call Sales Manager, WYFE/WKKN, 1901 Reid-farm Road, Rockford, IL 61111 EOE

**Experienced Salesperson** needed for new FM station in Southern New Mexico. 20% commission, warm weather, good working conditions. Call 505-434-1414.

**Expanding Group Wants Top sales people.** You should have a track record that averaged minimum sales of \$15,000 per month and you are capable of more. We are an expanding group broadcaster with stations currently in Amarillo and San Angelo, TX and Colorado Springs, Co. We offer top commissions, benefits and management opportunity. If you qualify, please don't call, but send complete resume and earnings history to: Wiskes/Abaris Communications, Suite 508, 600 W. Van Buren, Chicago, IL 60607.

**Growing Broadcast group** looking for experienced sales people for east Tennessee fulltime AM/FM operation. Immediate openings due to facility expansion. Opportunity for advancement limited only by your ability to produce. Draw against commission/company benefits. EOE. Send complete qualifications, references, and salary requirements to Box A-119.

**Southeastern major market** station looking for powerful national sales manager. Needs to work well with station rep. and to be able to develop outside national sales dollars as well. Good opportunity for right person. Box A-105.

**Drive Time Personality/Part Time Sales Combo.** Adult Format. 24 Hour AM. University community. Tape and resume to KCJJ Radio, Box 2118, Iowa City, IA 52244.

### HELP WANTED ANNOUNCERS

**Our midwest group** needs top talent for immediate and future openings requiring experience in one or more of the following formats: adult contemporary, modern country and album rock. Send tape, detailed resume and a letter outlining your career and salary expectations to R. B. Rogoski, 710 Hackley Bank, Muskegon Mall, Muskegon, MI 49440. EOE.

**Talk, Talk, Talk.** We want an exciting, personable and witty telephone talk show host. We're a top rated major market, talk oriented station. Excellent salary, benefits and location. Send resume. EOE/Affirmative Action. Box A-34.

**Opportunity—Morning Announcer**—Experienced only apply. You'll be part of an established number one, two-man show. You'll do a phone show and production. Knowledge of automation a plus. E.O.E. Contact—Tom Parker, Operations Manager, KTTR/KZNN, PO Box 727, Rolla, MO 65401. 314-364-2525.

**Announcer-Sales position** for Country station in Nebraska, sign on. Good voice and experience required. Excellent opportunity and benefits, no phone calls. Send tape and resume to: Randy Opitz, General Manager, KODY-FM, Box 1085, North Platte, NE 69101.

**Texas Panhandle City** of 30,000 seeking announcer, with strong production background. One year experience, minimum. Send: Tape and resume to: Brad Mink, KGRO Radio, Box 1779, Pampa, TX 79065. Or call 806-669-6809.

**Beautiful music can be fun!** Flagship stations of successful midwestern group need beautiful music personality with production abilities. Excellent pay for the right person. Robots need not apply. Tapes and Resumes to Paul Hemmer/Loras Sabers, KIWI Box 1280, Dubuque, IA 52001. Call 319-556 5494

**Attention Morning DJs.** 50,000 watt adult contemporary WAAY radio is looking for an experienced morning DJ. If you sound adult, want to get involved in our community, want to be promoted heavily on our TV station and are looking for a secure place to settle down and grow with a progressive company, then this is the job you've been looking for. Needed immediately. The first good tape gets the job. Rush tape, resume with references to Jerry Dean, Program Director, WAAY Radio, Box 551, Huntsville AL 35804. We're willing to make an investment in you.

**AM Drive,** production, MOR, people talking to people format. 5 years commercial experience. Resume and references. Midwest medium market. Box A-54

**AM Drive Entertainer** needed for 5,000 watt regional Adult contemporary station halfway between Pittsburgh and Cleveland in Youngstown metro. You should be bright, humorous, professional and community oriented. Send tape, resume, references to: Joe Taylor General Manager, WHHH, Second National Bank Building, Warren, OH 44481. An Equal Opportunity Employer

**Production specialist** needed for Texas station. Automation experience helpful. Good position working with fine staff. EOE. Send resume to KBAT, 3306 Andrews Hwy, Midland, TX 79703.

## HELP WANTED ANNOUNCERS CONTINUED

**WGDL, 100KW** in 47th Metro needs an announcer. Beautiful Music experience not necessary, but talented style is. A great opportunity to join the flagship of a young dynamic chain. Send tape and resume to Ed Owens, Box 2808, High Point, NC 27261. EOE/MF.

**Want To Play** one-on-one with your audience? If you have a first and like one-to-one communications, I might have a job for you. We are a 24 hour MOR/pop country station in a growing community with a successful 23 year history. Good sound. Working conditions, equipment and staff and management. Need someone for a very important shift. Start at \$975 a month depending on ability and experience. E.O.E. Butch Luth or Paul True 1-307-682-4747

**Immediate opening** for adult personality at WBZ Boston. Weekends, swing and production. No phone calls; send tape to Program Director, WBZ Radio, 1170 Soldiers Field Road, Boston, 02134. EOE

**West Central Indiana** station looking for morning drive personality with creative production skills. Automation experience helpful. Send tape and resume immediately to Rick Beers, P.O. Box 603, Crawfordsville, IN 47933.

**Metro Washington, D.C. Area.** Beautiful Music Format. We don't talk much but when we do it must sound great. If you can deliver the news with an authoritative sound, offer a friendly, interesting back-announce, and have professional commercial delivery, let us hear from you. Tape, resume to: Jules Henry, EZ Communications, Inc., 10380 Democracy Lane, Fairfax, VA 22030. EOE.

**KLEB AM** is in need of a country personality for mid-day or afternoon drive position. Immediate opening. Contact Randy Cheramie at 504-475-5141 between the hours of 8 am and 5 pm. KLEB is an affirmative action equal opportunity employer.

**Immediate Opening** for experienced announcer. Good facilities and pleasant working conditions (West Texas town of 20,000 population.) Interested applicants mail tape and resume to Buddy Peeler, KPAN, Drawer 1757, Hereford, TX 79045. EEO Employer.

**Anticipate an opening** in our announcing staff. Minimum 3 years experience. Adult Personality. Medium market mid-Atlantic. Very involved station. Don't apply if you're afraid of hard work. Box A-127.

**Drive Time Personality/Part Time** sales combo. Adult Format. 24 Hour AM. University Community. Tape and resume to KCJJ Radio, Box 2118, Iowa City, IA 52244.

**PM Driver personality talker** for top 50 market news-talk station. Should be news and media oriented. A seasoned pro—no lightweights. Send tape and resume to Larry Yurdin, 101 C Waters Bldg., Grand Rapids, MI 49503.

## HELP WANTED TECHNICAL

**Chief Engineer needed** for AM/FM station in Southern West Virginia. Experience required with DA's automation. Salary negotiable. Send resume and references to Box P-161.

**Chief Engineer** for New England 5 kw with DA Automation, good maintenance background. Contact Ike Cohen, WCAR, Lowell, MA 01852. 617-454-0404 EOE.

**Wanted Assistant Chief Engineer** for growing broadcast company. Required experience in handling 5 KW AM facility with additional background in production and supervision of personnel. Contact: Richard J. Fixaris, Hernstadt Broadcasting Corporation, Radio Station WKAT, 1759 Bay Road, Miami Beach, FL 33139. 305-531-8181.

**If you are a take-charge,** hands-on Chief Engineer, we'd like to talk to you. Don't call unless you can supply good references who can highly recommend you. You should be up on FCC regs, FM, automation, STL and AM directional systems. Good opportunity on his way up. Call Manager, KGAK, Gallup, NM An EOE employer.

**Engineer/Announcer:** well equipped small AM/FM. Top salary. Send resume to Whitehead, P.O. Box 475, Rusk, TX 75785.

**Chief Engineer**—1st Class ticket needed. AM directional/FM automated. Suburban Atlantic City location. call 609-399-1555 Jack Ryan. Send resume WSLT/WIBG, 957 Asbury Ave., Ocean City, NJ 08226.

**Sharp? Capable?** Want to get ahead and do things? Come grow with us. Head our engineering department. Midwest group, three stations, with outstanding record and reputation. Small town living. All replies in strictest confidence. E.O.E. Box A 82.

**Excellent Opportunity** for a small to medium market engineer to move up with Houston's leading AM/FM station as a studio maintenance engineer, who will be solely responsible for maintenance of a number of studios and broadcast equipment. Requirements include a first phone license, ability to work alone in making efficient repairs, and a quality conscience attitude for scheduled preventative maintenance. Excellent working environment and company benefits. Contact Dan Woodard, KILT 500 Lovett Blvd., Houston, TX 77006, 713-526-3461. KILT is an equal opportunity employer.

**Top Dollar** for engineer to handle three stations in cozy Great Lakes city. DA and automation experience needed. Nice equipment and working conditions. Set own schedule. Resume, requirements in confidence to Box A-143.

**Chief Engineer** for AM/FM in Kennewick, Washington. Present C.E. moving to larger station in group. KOTY, Box 6127 Kennewick, WA 509-586-4165. Ask for Chief Engineer.

## HELP WANTED NEWS

**Morning anchor/reporter** ... for Toledo's newsworld WOHO. We're looking for an aggressive journalist with enough desire to work on local stories ... and enough personality to get along with people. Send tapes and resumes to: Tom Waniowski, WOHO, 2965 Pickle Rd., Toledo, OH 43616.

**Immediate opening.** Newswriter, newscaster. Evening hours. Reporting, gathering, news announcing, and general newsroom duties. 3 person newsroom. Resume and tape to: John Montone, News Director, WSUS, PO Box 102, Franklin, NJ 07416. Personal interview will be required of all final applicants. M/F. E.O.E.

**Creative person** with at least 3-years experience. Must be able to write conversational news and deliver it in a person-to-person manner. Excellent opportunity to join top notch air staff at a Capital Cities station. Send tape and resume to Henry Brach, News Director, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

**Newsperson needed immediately** to gather, write and air local news for country music station in Delaware. Call 302-422-7575. EOE.

**Exciting AM/FM operation** in Fresno California is looking for creative Male/Female News Director. Must have the ability to write and deliver interesting digest news. Send tape/resume to Sean O'Callaghan, KARM/KFIG radio, P.O. Box 4265, Fresno, CA. Equal Opportunity Employer, M/F

**Mid-Atlantic station** looking for experienced dedicated news director. Emphasis on gathering, writing, and producing local newscasts. Good salary and benefits, excellent location. Small market but we require absolute professionalism. EOE Resume, writing samples, and salary requirements to Box A-89.

**No. 1 Medium Midwest** News Dept. needs full-time Farm Director. Exp. NAFB affil. pref. Salary negot. Tape and resume to: Mike Waring, KWWL Radio, Box 1330, Waterloo, IA 50704. EOE.

**One of Vermont's largest** and most respected news operations now seeking tapes and resumes for future opening. No beginners. Ken Bringenberg, News Director, WCFR, P.O. Box 800, Springfield, VT 05156.

**Central Virginia College Town** seeks experienced Colo. "Creative Reporter," heavy local news emphasis. No calls. Tapes and Resumes to Frank Provenza, PO Box 93, Pueblo, CO 81002. Equal Opportunity Employer.

**Immediate opening** for mature, experienced news director/morning anchor. Tapes and resumes to KKOA, Box 10, Minot, ND 58701. Call first! 701-852-4646 ask for Allan Rau.

**Assistant Radio News Director.** University of Florida. Assistant Radio News Director needed for commercial AM-FM Station to supervise day-to-day operation of the largest radio news team in North Central Florida. Position requires good organizational and reporting skills and a desire to work with and train journalism students. Minimum qualifications: Master's Degree in Broadcasting or Journalism or similar related study and one year of radio news broadcasting experience; or a Bachelor's Degree in Broadcasting or Journalism or similar related study and two years of radio news broadcasting experience. Salary \$11,520 to \$14,500 commensurate with qualifications, plus excellent fringe benefits. Send complete resume and tape by February 12, 1981 to: Mr. George P Bradley, Employment Manager, University of Florida, 337 Stadium, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

**Newsperson Wanted:** KDZA-AM/100-FM; Pueblo, Colo. "Creative Reporter", heavy local news emphasis. No calls. Tapes and Resumes to Frank Provenza, P.O. Box 93, Pueblo, CO 81002. Equal Opportunity Employer.

**New England AM/FM** automated station seeks experienced News Director to handle all phases of news, including a morning air shift and meetings. Send resume and tape to: Dawn P Gaffka, Operations Manager, WSME, P.O. Box 1220, Sanford, ME 04073. 207-324-7271. Equal Opportunity Employer.

**News-Sports person** wanted immediately. 10 station competition market. Expanding medium market news department. Need digger for afternoon news with sports interest. Good writer with plenty of ambition. Minimum 2 years experience. Rush writing samples T&R to Dave Gentry O.D., WXOX Radio, P.O. Box 1250, Bay City, MI 48707. No calls.

**KKDQ-FM** is looking for a morning news anchor who can hit the streets in the afternoon. Experience required but talent more important than long resume. Tape, resume, writing samples to Tim Burke, KKDQ News, Box 997, Grand Forks, ND 58201. EOE.

**Cox Broadcasting** station WSOC-newsradio in Charlotte, N.C. has opening for issue-oriented professional talk show host. Send resume and air check to Don Bell, Box 34665 Charlotte, NC 28234. An Equal Opportunity Employer M/F.

**News Reporter needed.** Early morning shift. Some experience. AM/FM Station, Three man News Department. Good salary and fringe benefits. Send resume or call 319-263-2512. KWPC/KFMH, Box 116, Muscatine, IA 52761. Vince Beckey or Iris Hahn.

**Florida Small Market,** news director needed immediately for top rated FM and MOR AM in sun drenched Florida. Experienced, professional news voice, excellent writing skills and desire to hustle are requirements. Can be young person on the way up—play-by-play sports experience increases your value. EOE. Resume to Box A-147.

**We do more news** in a day than most do in a week. If you're a newsperson with a minimum one year of commercial experience and you like a challenge send tape and resume to Gary James, WARE, PO Box 210, Ware, MA 01082. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Board operators** with production experience for Southern Florida radio station. Experienced only. Send resume, salary requirements first letter. EOE. Send to: Vice-President, Operations, Radio Station WKAT, 1759 Bay Road, Miami, FL 33139.

**Creative and enthusiastic** copywriting, production person wanted for New England AM/FM automated station. Position includes air shift, serious applicants need only apply. Send resume and tape to: Dawn P Gaffka, Operations Manager, WSME, P.O. Box 1220, Sanford, ME 04073 207-324-7271. Equal Opportunity Employer.

**Enthusiastic** announcer for medium market adult contemporary station. Send tape and resume WIZM/293, PO Box 99, La Crosse, WI 54601.

**Program Director** for WFEA, Manchester, New Hampshire. Adult contemporary format No. 1 ARB 18-54. Contact Don Parker 603-625-5491 or write PO. Box 5300, Manchester, NH 03108.



## SITUATIONS WANTED MANAGEMENT

**General Manager available.** Documented performance, demonstrated ability in major markets. Currently employed, and seeks change with total P and L responsibility. Experience in Country, AOR, Rock and MOR. Heavy experience in programming, local and national sales. Previous position, 50,000 country giant. Salary commensurate with responsibility. Available on short notice. Great references. Reply Box P-181.

**Fifteen year programming pro** desires first General Manager position. Excellent track record and references. Box A-24.

**"Super" sales and management team.** Programming/Operations and sales management want station to manage and/or work to own. Resume/qualifications available on request. Box A-79.

**Southeast pref. Florida:** Manager or right hand man for your broadcast property. Good background. Degree. Management, programming, sales, sales management, announcing, news, sports. Medium or small preferred. Hard worker, quick study looking for long term relationship. Will make you money. Box A-60.

**General Manager:** A dedicated professional broadcaster with 17 years experience all in management. Small, medium major markets. Both AM and FM. Very strong sales and sales motivator. Heavyweight in promotions and programming. Presently employed as GM. Looking for an opportunity with an expanding and growing organization. Excellent track record can be checked. Box A-134.

**20 year experienced broadcasting executive** available. Would like to manage station in medium or metro market. Experience includes management, programming, sales, award winning announcing, and advertising agency awards. Will take your station, motivate your sales staff, professionally train your announcers, and create a teamwork on your staff, for better sound and sales. If offer is right, I'll be working with you in 10 days. Call my residence, 504-246-1619.

**Veteran of 16 years** in the broadcast industry seeks non-air position in top-20 market: Assistant Manager, Operations Manager, or Program, Production or News Director. Will offer best references and resume. Please indicate needs and salary quotation, first letter. Box A 102.

**Operations/Programming.** Ten years commercial radio. Programming, promotions, ascertainment, public affairs, TV/Radio talk producer-host. Detailed resume/references. Box A-19.

**Ambitious individual,** with nine years experience in small and medium market radio, interested in a position as General Manager/Station Manager of a small market radio station. Phone Martin Garbus, 213-842-3364.

**President advertising agency** past ten years, broad background broadcast and strong sales, seeks position as General Manager radio or television station in sunbelt areas. Box A-114.

**People and Program Development,** extensive industry involvement to match 10-year Washington, D.C. & Los Angeles documentarian, news director, program director experience. Previous national newspaper reporting and college-teaching background. Winner Peabody, SDX, Am. Bar Assn., RTNDA Board awards. Frequent industry speaker and publication contributor, numerous management and human-resources training seminars. Will consider network, group, TV as well as radio management. Prodigal son would love Washington homecoming but open to other major markets. Family man seeking long-term association. Ted Landphair, 204 Larsson St., Manhattan Beach, CA 90266. Call 213-372-4870.

**Management Team** seeking new challenge. Combined experience 35 years radio and TV. In two individuals you get 2 first tickets. 1 chief engineer, 1 salesmanager, 2 program directors and music directors, 2 copywriters, 2 salesmen (street fighters), 2 announcers, 1 newsmen, 1 play by play team. Combined characteristics: loyalty, honesty, proven ability, non drinkers both family men. Love to solve problems. Need new challenge in small or medium market. Both proven professionals with personal references. Box A-142.

## SITUATIONS WANTED SALES

**Sales Manager—Sportscaster** heavy experience. Dedicated broadcaster over 20 years in industry. Excellent qualifications, references. Prefer mid west and non-chain operation. Contact E. Johnson, 9851 Woodsmall Drive, Indianapolis, IN.

## SITUATIONS WANTED ANNOUNCERS

**L.A. Area—**Part Time, announcing nights or weekends. First phone. Experienced. Working days in radio media. Write, I'll come see you. Box A-42.

**The Weasel** wants a job in radio. Creative, hard-working, serious, intelligent. For resume and tape call or write Ron Wenzel (The Weasel) 15224 S. Millard Ave., Midlothian, IL 60445. 312-371-3951.

**Creative, lots of personality** ready to roll! Tape and resume available. Rick Canton, 1727 W. Thorndale, 1A, Chicago, IL 60660 or 312-728-5312 after 7 p.m.

**I'm hungry** and have a craving to rock. I'm hard working innovative and dependable. Satisfy my hunger. Johnny Rock 312-525-4614.

**Plop! Plop! Fizz! fizz!** Here comes the Wiz! Top 40 Wiz-style! If you don't call you'll Wiz you did! Show some Wizdom by sending for Wiz-tape and Wiz-resume to: The Wizard, Rte. 1, Box 200, Antioch, IL. Wizcode 60002; Wiz connection 312-395-2605.

**Black, male announcer** excellent educational background 3rd good delivery will go anywhere 312-477-2318 Doni Reed, 558 West Aldine, Chicago, IL 60657.

**Female 22 AOR.** Dependable hard working 3rd will locate immediately. Tape and resume available. Carrie Robin 312-376-5843. Hours 2pm-8pm Monday thru Friday. 4354 So. Kedvale Ave. Chicago, IL 60632.

**Young announcer** with one year experience longing to work in Minnesota or Wisconsin. For tape and resume, call Randy 605-845-2724.

**D.J. with 5 yrs. experience** needs work at any Contemp. or A.O.R. station. Dave Cardosi, 1378 N.W. Lenington Cir. Kankakee, IL 60901. 815-933-6779.

**To Northeast U.S. and Texas Gulf Area Stations:** How 'bout a trade? Hard work, dedication and talent for decent pay and working conditions? Interested? Call 414-769-6966.

**MOR-Adult Contemporary** program director-personality, 9 years experience with successful small and medium market stations, ready to move up to respected, professional operation. Experienced in all phases of programming, sales and employee supervision. Play-by-play sports and promotion experience also. Jim Bradshaw, 707 E. Mill St. Hastings, MI 49058 616-948-2351.

**If you need exp. talk (music) show host** with ratings above all call me at 415-223-8230. Salt Lake City, Calif. market. Comic veneer, serious educated friend within—voice undoubtedly world's 2nd best. News production strong.

**L.A. Morning-man** (Rated by Billboard as 4th in market) desires same or PD-ship in S.F. Bay area or south to Santa Cruz. A.P. Winner/News & Public Affairs. Prefer "Talk Show" any shift. 12-year pro in MOR, AOR, Beautiful Music. Consider all offers. Call nights/weekends 714-597-6634. Aircheck/resume upon request.

**Experienced Air Personality.** Country, MOR, Rock, Classical. Now working as Operations Manager for an automated station in small market. 1219 Adams, Alamogordo, NM 88310 505-434-0190 before 11, after 7.

**Experienced PBP Announcer** looking for full time sports job. Trained and talented with third ticket. Wants to do more PBP and double on news. Has sold radio time. Any size market, willing to travel. Sal Genovese, 1505 Alta Vista Court, Seaside, CA 93955. Call 408-394-7635.

**Triple Threat—**Top flight announcer, newsmen, copywriter. Can prove tall claim. Tape and resume available. S.G. Quast, 312-348-3314, 1952 N. Seminary, Chicago, IL 60614.

**5 year man** looking for long term on air music director or programming position in secondary market or town of at least 16,000 (IN, OH, PA, KY, MI, or WV). Box A-121.

**Anxious to do sports PBP** One year experience doing major sports. Will relocate. Tape and resume available. 408-385-4113.

**Infinite marketing possibilities—**shortest broadcaster in U.S. Philadelphia's answer to Herve Villechaize. Trained performer would like to become your station's trademark and possible living legend. My audition tape is even taller than me. Telephone Kerry at 215-566-1550.

**Personality—**If you need it, I got it, don't miss this tape by hardworking, gifted jock; excellent play by play man, relocate immediately, Al 815-449-2229.

**22 year old personality** with a communication/marketing degree seeking progressive station to continue career. Formerly Program Director of a college campus commercial station in Ohio. Presently recording commercials for major firm. Versatile voice can and have done music, news and sports shows. Box A-101.

**Professional** looking to move up. 4 years experience/A.O.R. Seeking quality/creativity. Outstanding production. Have car will travel. Brad Lee, 9840 Huber Ln, Niles IL 60648. 312-966-0359.

**Twenty four year old** single male itching to relocate to your small market operation. College degree, plus broadcast school training, plus commercial experience. Box A-112.

**Over 2 yrs.** major mkt. experience, talk, news, music, strong prod., tape/resume upon request. P.O. Box 651132, Miami, FL 33165.

**Talented trained female** seeks intro internship towards perm. air time. Bay area first preference. 3rd ticket, plus TV exper. Bus. 798-8550 Home 828-1112 Dana Copeland.

**College grad,** BA Masscom, commercial and Christian radio experience, 3rd. Box A-125.

**Honest, dependable, man** seeks job as D.J., for tape and resume write: Fred Denton, 5756 S. Monitor Chicago, IL 60638 (or) call: 312-585-3542.

**I Love Radio—**Experienced, bright, articulate, dependable person seeking employment. I have a very good knowledge of music. Tape and resume available. Call 317-482-7771 after 6 p.m. Tom Gibson, 417 1/2 E. Main, Lebanon, IN 46052

## SITUATIONS WANTED TECHNICAL

**Female 1st phone** excellent operations/production skills. 5 years experience in top 10 radio N.Y.C. Looking to learn maintenance. Contact Box P-82.

**Have first will relocate.** Switcher, engineer entry level, available immediately. A.F.A. 12/80 Call Paul 616-965-7658.

**Experienced All Phases AM-FM** directionals, FCC matters plus news and production. Quality and rules oriented. Upper midwest. Box A-138.

## SITUATIONS WANTED NEWS

**Sportscaster/Talk Host** 9 years experience, some PBP Bill Douglas (Douglas Nagy) 313-534-0251.

**Seeking job as reporter,** writer, researcher in news, sports, or public affairs in radio or t.v. Hardworking, aggressive, knowledgeable, writes good copy. Syracuse—Newhouse School of Communications. Worked in cable t.v., worked in production. Also disc jockey. Willing to relocate. Box P-105.

**Sportscaster:** Young, exciting, college grad. PBP, talk, reporting; all sports. Available now. Steve Long, 716-374-2473.

**Experienced journalist** with good voice and writing skills seeks position with a medium market station. Am aggressive with a strong desire to move up in the radio world. Also have P-B-P experience. Call Mike before 1pm at 201-454-6717.

**Newsman with three years** experience looking for reporter spot with a strong local news station in northeast. Call 717-264-1936.

## SITUATIONS WANTED NEWS CONTINUED

**Veteran sportscaster** with experience at all levels looking for medium-major market position. Box A-124.

**Award Winner** on the legal beat. 5 yrs Radio/TV experience, and BA. Streetwise, dependable, aggressive. Will relocate. Doug Cummings, 1025 Hill Rd. Winnetka, IL 60093. Or try Topeka KS 913-272-5765.

**High Level Entry Level.** Reporter/writer/researcher seeks position-northeast preferred. Distinctive voice, solid writing skills. Broadcast & news writing trained. Tape, resume, references available. Box A 100.

**Experience news/sports anchor.** 4 months just completed in top 30 market, looking for medium to major market position, excellent reporting, play-by-play, sportstalk and delivery. BA in communications. Call Jim at 614-436-6133.

**Young award winning journalist,** currently employed by major newspaper, seeks change from print to broadcast media. Professionally trained in performance. Compelling style and delivery. All markets welcome. Box A-132.

**Walter Cronkite Beware,** twenty three year old broadcaster is gaining on you. Especially if an alert small market program director sees this ad. Trained newscaster—capable D.J.—phone 201-779-0394. Michael.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Experienced MD,** top 50 market, looking for program director position in medium market or music director in larger market. Experience in contemporary, MOR, and adult contemporary formats. Prefer Southeast but will consider others. Box A-13.

**Program Director/Operations Manager** available. Extensive experience, including motivation, administration, planning and marketing. Good references and ratings. Profit oriented. Looking for a long term dedication. Box A-35.

**Award-winning copywriter** with voice and production technique desires work in NE Corridor. Can announce airshift for BM or standard MOR, or staff announce TV. Will work tail off for right offer. Box A-103.

**Business Oriented Program Director** with 8 years experience in station operations, seeking longterm relationship with quality organization. Dependable/hardworking. Bill 803-226-1408.

**Major market assistant program director** seeks contemporary programming position, west, south or east. Excellent leader, talent coordinator, on-air. 602-937-5326.

## TELEVISION

### HELP WANTED MANAGEMENT

**Business Manager**—Challenging position available as part of the management team with TV/AM/FM operation in the Southeast. Accounting degree with broadcasting experience required. Management skills a must. Send resume with salary requirements to Box P-123.

**Development Director:** Supervisory responsibility for auction and membership staff, goals, budget; direct responsibility for local underwriting; coordinate all with radio co-licensee. Three-year minimum fund-raising experience, preferably in PTV. Salary \$20,000 up. Call or send resume to Stephen M. Steck, President, WMFE-TV, 11510 East Colonial Drive, Orlando, FL 32817. 305-273-2300. Equal Opportunity Employer.

**News Director.** Control news and public affairs programming with budgetary and content responsibilities for Public TV station. Provide leadership to full-time staff and instruct students in production of daily news show. BA required, MA preferred. 5 yrs. Broadcast Journalism experience, including management. High ethical standards. Salary negotiable. Contact: Rich Lehner, WUFT, Univ. of FL, Gainesville, FL 32611, 904-392-5551.

**National Sales Manager**—Top 75 CBS affiliate, group owned TV station seeking an individual with a minimum of 2-3 years successful local or national TV sales experience. Previous management experience. Equal opportunity employer. Send resume to Box A-76.

**Business Manager**—very challenging position with new UHF independent in beautiful Albuquerque, New Mexico. Station signs on the air April of this year. This position is a once in a lifetime chance to set up your own department at a new station in the growing sunbelt. Broadcasting business experience and management skills required. Send resume and salary requirements to Erick B. Steffens, General Manager, KGSW-TV, P.O. Box 25200, Albuquerque, NM 87125. An equal opportunity employer.

**Promotion Manager.** KTVY Television in Oklahoma City, NBC affiliate, is seeking person with ability to supervise all aspects of Promotion Dept. Should be able to perform administrative function, including organizing, planning, budgeting and staff supervision. Knowledge and experience in TV promotion, publicity, marketing and research desired. Send resumes to: Personnel Director, KTVY, Box 14068, Oklahoma City, OK 73113. Equal Opportunity Employer M/F.

**Assistant to Division Treasurer**—Top forty growth market network affiliate has opportunity for Assistant to Division Treasurer willing to work with details of day-to-day operation, as well as innovative improvements in financial management. Desirable sunbelt location. EOE. Respond to Box A-141.

### HELP WANTED SALES

**AE position open**—Jan. Looking for intelligent, motivated person, who has been buying or selling TV time. Around \$25 M 1st yr. Midwest—Top 100. EOE. Box A-75.

**Local Account Executive,** Top 20 Sun Belt Market, established list. Min. 1 year experience in Media Sales. Send resume to Box A-80.

**Account Executive wanted** for expanding CBS affiliate. Excellent benefits. If you are an enthusiastic, go-getter interested in helping others succeed in business, send resume to Bob Bradley, General Sales Manager, KCOY-TV 12, 1503 N. McClelland St., Santa Maria, CA 93454. EOE/AA.

**Local Sales Manager:** Progressive group-owned midwest station seeking professional salesperson with minimum 3 to 5 years experience in all aspects of direct and local agency sales. Must be well organized and capable of motivating experienced sales team. Excellent benefits and growth opportunity. Send resume to Dick Hayes, WANE-TV, P.O. Box 1515, Ft. Wayne, IN 46801. EOE.

**TV Sales/Account Executive.** Opening available for Account Executive in large southern market. Salary & commission. Must have own transportation. Send resume to: P.O. Box 10502, Birmingham, AL 35202. An Equal Opportunity Employer.

**Growing successful broadcast group** in N.E. 100-125 market seeks aggressive, motivated marketing expert to handle established local and regional list. Previous broadcast sales experience preferred. Solid entry level position for the right person. E.O.E. Reply Box A-123.

### HELP WANTED TECHNICAL

**Resumes being accepted** for Studio Supervisor position at UHF Independent in Southwest. Heavy on maintenance and 1st phone required. Excellent place to work. Reply to Box P-178.

**Maintenance Technician.** Excellent opportunity for experienced person to work with large progressive group owned station. Advancement possibilities. Good state of the art equipment. Starting salary range \$20 to \$24K. Write or call Arthur Bone, B.P. Engineering, WPRI TV, 25 Catamore Boulevard, East Providence, RI 02914. Telephone number 401-438-7200. An E.O.E.

**Southern California Opportunity**—Experienced videotape maintenance engineer for rapidly expanding successful postproduction facility. Knowledge of 2" Quad, 1" VTR's, and CMX editing systems required. Salary negotiable. Send resume or call Dick Wellman, the Post Group, 6335 Homewood Avenue, Hollywood, CA 90028, 213-462-2300.

**Chief Engineer Wanted**—well equipped new sunbelt television station with all new equipment seeks chief who is strong in UHF and video maintenance. Contact Box P-162.

**Beautiful VHF station** in Nevada has immediate openings for assistant chief engineer and qualified ENG maintenance man. Submit resume and references to: Director/Engineering, Donrey Media Group, P.O.B. 550, Las Vegas, NV 89101 or phone 702-383-0245. An equal opportunity employer.

**Maintenance Engineer**—Rocky Mountain area. Familiar with studio and transmitter maintenance. First phone. Contact Ken Renfrow, KOAA-TV, 2200 7th Ave. Pueblo, CO. 303-544-5782.

**Chief Engineer** for KQCD-TV, Meyer Broadcasting Company, Dickinson, North Dakota. Seeking individual with a First Class FCC License and at least 3 years operating experience. Responsible for all technical operations of studio, transmitter, microwave and department budgets. An Equal Opportunity Employer. Send resume to: Steve Skjelvik, Station Manager, KQCD-TV, Box 1577, Dickinson, ND 58601.

**Chief Engineer** for Chicago UHF. Experienced with administration, maintenance, and design background. E.O.E. Submit resume, references, and salary history to: Personnel, WCFC-TV, Christian Communications, Inc., 20 North Wacker Drive, Chicago, IL 60606.

**Operations Engineer:** Master control operations. FCC First Class License required. Training and experience desired. Good pay and benefits. Call or send resume to Lee Watkins, WMFE-TV, 11510 East Colonial Drive, Orlando, FL 32817. 305-273-2300. Equal Opportunity Employer.

**Maintenance Engineer**—To maintain broadcast television equipment in Seattle production/post-production facility. Contact Sterling Davis, 206-623-5934.

**Studio Engineer:** Great opportunity for advancement as Assistant Chief Engineer. Do the job and become Chief in less than a year. We offer great sunbelt living and the challenge of a rapidly growing station. Experience in studio maintenance and planning essential. Apply Box A-86.

**TV Engineers**—Applications now being accepted for qualified engineers with 1st phone and minimum 2 years broadcasting operation and maintenance experience. Possible travel with 55 foot state of the art mobile unit. Send resume to Director of Engineering WKYT-TV, P.O. Box 5037, Lexington, KY 40555. An Equal Opportunity Employer.

**Chief Engineer** for Long Island PTV. Duties: administer 15 member engineer dept., supervise equipment repair, maintenance and system planning, direct master control operations and production operations. Minimum five years supervisory experience. Position available immediately. Salary negotiable. Contact: R. Civiello, Director of Broadcasting, WLIW-TV, 1425 Old Country Road, Plainview, NY 11803. Equal Opportunity Employer.

**Engineering-Television Technician**—A minimum of 2-5 years' experience preferred in studio broadcasting and an FCC 1st Class license is required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume, including salary requirements, to Personnel Department, WNAC-TV Boston. A CBS Affiliate, RKO General Building, Government Center, Boston MA 02114. An Equal Opportunity Employer M/F/H/Vets.

**Assistant Chief Engineer** with administrative and supervisory experience for group owned network affiliate VHF TV station. Must be a self-starter with strong production/maintenance background. Require digital technology knowledge. Career opportunity with company-paid benefits. Send resume to Wyatt McDaniel, Chief Engineer, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An Equal Opportunity Employer.

**TV Engineer:** Independent Houston UHF station has openings for licensed engineers. Duties include on-air switching, transmitter operation, and video tape editing. 1st Class FCC license required. Send resume and salary requirements to KRIV-TV, Metromedia, 3935 Westheimer, Houston, TX 77027. We are an equal opportunity employer.



## HELP WANTED TECHNICAL CONTINUED

**Maintenance Engineer** wanted to join growing Los Angeles based post production company currently building new, state-of-the-art facility. Individual with strong systems and digital experience preferred. Excellent salary and benefits plus opportunity for advancement to chief. Please call or send resume to Mike Levy, Video Transitions, 8303 Melrose Ave., Los Angeles, CA 90069. 213-653-2244.

**Experienced Video Tape Operator** with 1st class FCC license. EOE. Contact: Chief Engineer, R.O. Box 510, Palm Beach, FL 33480. Ph. 305-655-5455.

**Television Chief Engineer**—Immediate opening. All new video production and post production facility. CMX 340X editing, Grass Valley 1600 1X, RCA TH 200's, RCA TK-76 camera, soundstage, remote van. Ideal opportunity for experienced individual to take charge of this first class operation. Must be capable of system design, maintenance, hold valid first phone license, many benefits, salary negotiable. Send resume to Stephen Pullin, General Manager, Third Coast Video, Inc., 501 North IH 35, Austin, TX 78702.

**Southern California.** KOCE-TV (PBS) Huntington Beach, CA seeks maintenance engineer with broadcast experience VTR, UHF, transmitter microwave and digital equipment. FCC first class phone license required. Xint benefits. Salary range \$1967-2396/mo. For technical info: Bob Moffett 714-895-5623. Written notice must be received on or before 5:00 p.m., January 30, to Coast Community College, 1370 Adams Avenue, Costa Mesa, CA 92626. 714-556-5947. EOE M/F.

## HELP WANTED NEWS

**Anchor-Producer.** Need experienced broadcaster for 10 p.m. newscast. Well rounded background required. Send resume and tape to: Graham Smith, News Director, KATC, PO Box 3347, Lafayette, LA 70502. Equal Opportunity Employer.

**Photographer.** We're expanding, and we need an experienced ENG photographer who can tell a story with pictures. We're beautifully equipped, and need a "pro" to join 7 other full-time Steve Schroeder, Chief Photographer, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE/MF.

**News Producer:** Minimum one year broadcast news experience. Must be able to produce highly visual, fast-paced newscast. Send resume, writing samples, tape to Steven Hammel, News Director, WHTM-TV, PO Box 2775, Harrisburg, PA 17105. WHTM-TV is an equal opportunity employer M/F.

**Accepting applications** for experienced reporters who are energetic and creative. Mail cassette and resume to Gary Long, P.O. Box 748, Little Rock, AR 72203. An Equal Opportunity Employer. Male and female.

**Anchor/Reporter**—need additional anchor/reporter, preferably with ENG, on-air experience. Send resume/tape to: Doug Grimm, General Manager, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

**Reporter/anchor.** If you can do stories that our viewers will still be talking about the next day, and have tape samples to prove it... and if you're a good, but-not-yet-great anchor, who wants to tackle a weekend air shift, then write News Director, WEEK-TV, 2907 Springfield Road, East Peoria, IL 61611. No phone calls, please.

**News anchors:** For WLEX-TV, Lexington, Ky—the 85th market. Action News format. Top equipment, including "live". An excellent professional opportunity with stable, locally-owned NBC affiliate. Anchor experience required. Vitality essential! Smaller market comes encouraged to apply. Send tape and resume immediately to: John Duvall, WLEX-TV, P.O. Box 1457, Lexington, KY 40591. An EOE employer. Female applicants urged to apply.

**Reporter.** We're expanding, and we need someone who can humanize news stories, do extensive live reporting, and who wants to grow with a Corinthian-owned, CBS Affiliate. Minimum 1 year commercial TV News reporting experience. Tape and resume to: Robert Allen, News Director, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE M/F.

**TV News Director.** Excellent opportunity with growing communications company. We're looking for a person with a good background in news, ability to deal effectively with people and a desire to grow with our company. Managerial ability and potential primary on-air skills secondary. An equal opportunity employer. M/F. Send resume to Box A-50.

**Producer** for aggressive midwest net affiliate to handle both early and late newscasts. Must know news and how to use television. Resume and salary requirements to Ken Keller, ND, WHBF-TV Telco Bldg., Rock Island, IL 61201.

**Sports Anchor.** The Bear may be one of your nightly viewers if you are a strong sports anchor. Need someone who can pull it off on the air and out where the sports action is. If you want to join a dominant number one and are now a sports anchor, call John Hayes, 205-322-4701.

**Photographer.** We are looking for an experienced photo-journalist. If you have a good attitude and know ENG, send tape, resume and references to Jim Cairo, WNGE TV, Nashville, TN. EOE.

**Anchor.** 55 share is what our news gets, and we want to keep it. Need a strong anchor. If you're now an anchor and want to join a winner, call John Hayes, 205-322-4701.

**Reporter**—Network affiliate in search of enthusiastic, hardworking newperson. Radio background preferred. Send cassette and resume to Gordon Manuel, WABI-TV, Bangor, ME 04401. EOE/MF.

**Weeknight News Anchor/Producer.** Small market ABC affiliate in beautiful East Texas which competes head-to-head with Dallas/Houston desires newscaster with strong audience appeal to anchor weeknight news. Applicant must be dynamic, have excellent camera presence and the ability to produce an excellent newscast. He/she will be supported with an outstanding news gathering team and management commitment to excellence. Salary commensurate with experience. Send resume and sample reel to Bob Bashaw, News Director, KTRE-TV, P.O. Box 729, Lufkin, TX 75901. EOE M/F.

**Reporter** for small Northwest market affiliate. Journalism skills must be strong. Anchor ability is a plus. Send tape and resume to Steve Fetveit, News Director, KECI-TV, P.O. Box 5268, Missoula, MT 59806. EOE.

**Sports Director.** Small market ABC Affiliate in beautiful East Texas which competes head-to-head with Dallas/Houston desires dynamic sportscaster for Sports Director. Applicant must be self motivated, know sports inside-out, have excellent camera presence and the ability to manage a sports program. Salary commensurate with experience. Send resume and sample reel to Bob Bashaw, News Director, KTRE-TV, P.O. Box 729, Lufkin, TX 75901. EOE M/F.

**News Producer**—Creative good organizer looking for a new challenge. Medium to large market. Box A-122.

**Major Market** wants to hire experienced sportscaster. EOE. Send resume to Box A-120.

**Anchor.** If you can report as well as read with equal style, if you are concerned about the community in which you live, if you are a conscientious journalist, and if you are a proven ratings winner, then we are looking for you. This is a weekday position at a station with a commitment to news. Contact Jim Caro at WNGE-TV, Nashville, TN. EOE.

**Assignment Editor**—News management responsibilities for visually oriented editor who knows a story and understand television. Must have track record of staff motivation and strong communications skills. No. 2 post in fast growth sunbelt market with latest and best ENG and live set-up. EOE. Write with resume to Box A-146.

**Producer/Co-Anchor** to join Midwest CBS Affiliate news team of 13. Resume, audition tape, salary requirements. First reply, Tom Maxedon, News Director, WLFI-TV, Box 18, Lafayette, IN 47902. EOE.

**Bureau Chief.** We are a major market sunbelt station looking for an exceptional person. Must have savvy of a reporter, polish of an anchor and the initiative of an assignment editor. If you are a rookie, forget it. Box A-108.

**TV News Reporter:** Immediate vacancy for news reporter for the Nightly Business Report. This position involves writing and camera work, field producing mini-documentaries and daily coverage. Related degree preferable in communications or economics. On-air ability, writing and reporting skills required. Send resume to: Manager of Administrative Services, 14901 N.E. 20th Avenue, Miami, FL 33161. An Equal Opportunity Employer M/F.

**Weathercaster**—Anchor two prime shows daily for Top 100 market station. Must be strong communicator with personable delivery and visual program. Broad knowledge of weather essential. Meteorologist preferred. Salary negotiable. EOE. Send resume immediately to Box A-144.

**Reporters who can write,** present and promote—and who'd like to live and work in a desirable southern resort locale. All ENG net affiliate in sprawling growth market is looking for people who can think visually, make sense when they speak either off a script or off the cuff and who are enthusiastic on-air presenters, from the set, the scene or the newsroom. Write with resume which includes salary requirements and convince us you're the one whose tape we need to see. EOE. Box A-148.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Promotion Supervisor:** Hands-on experience required in all aspects of TV promotion: On-air news/programming, print, radio, media, budgets. 3/4" editing highly desirable. Send resume/tape to Anne Coleman, WAVE-TV, PO Box 32970, Louisville, KY 40232. EOE.

**Senior Producer/Director,** Albany area, New York State PTV Station seeks creative, experienced individual with national credits to play key role in developing quality local, regional, and national productions. Excellent benefits, including dental plan. Send resume by February 15th to: Personnel, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

**Director of Operations—Programming.** Prefer Production background and Programming experience. Must be responsible for film buying and scheduling license renewals, ascertainment, FCC reports. EOE. Resume to Bob Southard, WFRV TV, P.O. Box 1128, Green Bay, WI 54305.

**Senior Producer-Director.** Extensive experience in studio, EFP, ENG and documentary production required. Demonstrative skills in writing, lighting, set design audio production, video and film editing, crew supervision and budget preparation required. B.A. degree, three (3) years directing and one (1) year producing experience minimum. Salary \$18,500-\$25,000 D.O.E., plus benefits. Send resume to: KAKM TV 2651 Providence Drive, Anchorage, AK 99504. Deadline for applications is February 2, 1981. KAKM is an EEO employer.

**Director of Operations:** To head Production and Engineering Division of major South Florida Public TV Station, housing one of the largest production facilities in the Southeast. Require eminently qualified take charge individual with strong production and leadership capabilities. Must have minimum of five years heavy and diversified production house experience, engineering background, thorough working knowledge of technical operations and latest sophisticated state of the art techniques such as multi-track audio and CMX editing. Salary open. Excellent company benefits and working conditions, plus great South Florida climate. Send resume and salary requirements to: Manager of Administrative Services, WPBT-TV 2, P.O. Box 610001, Miami, FL 33161. An Equal Opportunity Employer.

**Host/Associate Producer:** (half-time) Anchor a weekly, one-hour public affairs program. Conduct live and taped interviews for broadcast. Assist producer in the identification of potential topics, guests, research and production of program and field reports. Qualifications: BA or BJ in Journalism or communications. Ability to conceive, research and executive investigative stories and conduct live interviews. Familiarity with ENG production. Prefer minimum of two years experience in major market broadcast journalism. Submit sample tape, writing samples, resume and references to: Producer, Friday Local, KUHT-TV, 4513 Cullen Blvd, Houston, TX 77004. Applications or inquiries by phone will not be accepted. Application deadline: January 30, 1981.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**TV Writer**—International firm seeks full-time experienced writer to prepare instructional videotape scripts on accounting, management, and business subjects. Minimum experience: 3 years (or 20-30 TV or film scripts). Must have demonstrable analytical skills and above average creativity. We are an equal opportunity employer. Qualified writers only should send resume to Box A-96.

**Promotion Manager**—Dominant station in 22nd market seeks promotion professional. Supervise three person staff, ad agency and PR firm. Must be strong in administration, on-air and print. Minimum 3 years experience, college degree preferred. Resume, tape and print samples to: Kurt Eichsteadt, KCRA-TV, 310 Tenth St., Sacramento, CA 95814. EOE.

**Program Director**: For Midwest ABC Affiliate. Responsible for budgets, Network and syndicated programming, personnel, production, buying and license requirements. Must have good ability to guide and motivate air talent. Strong personal commitment to producing excellent local shows. Salary commensurate with background and market size. Send resume and salary requirements to Geoffrey Pearce, General Manager, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. An Equal Opportunity Employer.

**Assistant Director** for Institutional Planning and Public Relations. Newly created University of North Carolina Center for Public Television (formerly UNC-TV) seeks energetic, creative, and innovative manager to act as its Director of Institutional Planning and Public Information. The position requires the successful candidate to manage public information, design, and promotion staffs and, also, the continuous development of long-range institutional plans. Graduation from a four year college or university in the fields of journalism, business administration, communications or a related field required; graduate degree preferred. At least two (2) years experience working on institutional public television issues required with a major emphasis on institutional development, as well as station experience at the middle management level or above. Experience working with the press required. Demonstrated management skills required. Salary commensurate with experience and qualifications. To apply: Send inquiries to—John W. Dunlop, Director, UNC Center for Public Television, 202 University Square West, Chapel Hill, NC 27514, by 5:00 PM, January 30, 1981. Application deadline: Friday, February 13, 1981. The UNC Center for Public Television is an Affirmative Action, Equal Opportunity employer.

## SITUATIONS WANTED MANAGEMENT

**People and Program Development**, extensive industry involvement to match 10-year Washington, D.C. & Los Angeles documentarian, news director, program director experience. Previous national newspaper reporting and college-teaching background. Winner Peabody, SDX, Am Bar Assn., RTNDA Board awards. Frequent industry speaker and publication contributor, numerous management and human-resources training seminars. Will consider network, group, TV as well as radio management. Prodigal son would love Washington homecoming but open to other major markets. Family man seeking long-term association. Ted Landphair, 204 Larsson St., Manhattan Beach, CA 90266. Call 213-372-4870.

## SITUATIONS WANTED ANNOUNCERS

**Experienced Announcer available** for booth, movie host, weather—Bill Bennett, 2743 Caminito Verdugo Del Mar, CA 92014. 714-755-2387.

## SITUATIONS WANTED TECHNICAL

**TV-FM-AM-Field Engineering Service**. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

**1st Phone** Broadcasting school graduate college degree interested in maintenance, production and engineering operations. Box A-68.

**Video tape operator**. 1st phone. 2 and 3/4 inch editing. Some experience with Ampex one inch. Must relocate due to high cost of living in Alaska. Hard worker. Call Mary. 907-277-2095. Days.

**Heavy maintenance** and supervisory experience. Over ten years broadcasting and edit facilities. Speciality video tape. All quads, 3/4", 1", CMX, DPE, Chyron, Grassvalley, etc. Several manufacturer's schools. Currently a maintenance supervisor at one of the big three network's Los Angeles facility. 34 years old. Seek supervisory or responsible position in New York City. Box A-90

**Maintenance Tech.** with 1st phone. Experience in audio visual as well as broadcast and industrial equipment. Experience includes announcing and communications prefer sunny climate. Walter Lee, 4356 Alla Road, Los Angeles, CA 90066. 213-821-8660.

## SITUATIONS WANTED NEWS

**Reporter/Photographer**, recent graduate (BS in Radio-Television-Film) eager to start working. Seeks entry level position in TV news. Will relocate to any market to join your news team. David Strobel 317-966 7220 or 317-935 4019.

**Sports Director**. Talented professional seeks new challenge in productive operation. Currently holds similar position in medium Midwestern market but willing to relocate. Creative, personable, and energetic. Impressive "involvement" packages. Tape shows versatility. Box A-62.

**Black male**—aggressive and experienced—seeks challenging reporting position. 513-871-0867

**Small Markets**—Want quality and dominance? Experienced, knowledgeable journalist will develop both as ND. I seek permanence in a good working and living environment. Experience includes newspaper, AP, television. Prefer New England, Missouri, Arkansas. Will consider others. 515-277-2595, nights.

**Anchor/Talk Host**. Experience: Medium Market News Director/Anchorman/Host, Major Market Emcee/Commercial Announcer. Curt Renz, 4620 Timberlane, Crystal Lake, IL 60014.

**Field Producer/Reporter**, Black, currently employed at S.E. TV station seeks new challenge in larger market. Hard worker/strong writer. Box A-113.

**Female radio reporter** seeks switch to TV news. Solid writer, creative thinker. Producer, host talk and public affairs shows. Strong in politics, arts, human interest. 413-458-3293.

**Dynamic, dedicated television meteorologist** seeking challenging position in medium-large market. My no nonsense approach, personality and strong presentation has made me the weather authority in my area. Must have state of the art equipment. Box A-107.

**Sportscaster** with major market on air experience seeking position with a stable news operation. Four years of television sports anchoring, reporting, and producing. Solid organizational skills. Tape available. 213-943-3017.

**Weather personality**. Pro with knowledge and over 5 years experience. Seeks position in top 50 market. Experienced in radar, satellite and computerized graphics. Currently employed. Ready for move up. Tape and resume available promptly. Box A-117.

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**Hard working** college graduate (B.A. in Speech and Broadcast Communications) seeks full time position in TV production. Experienced in corporate and cable situations. Will relocate. P.O. Box 14, Falls Church, VA 22046.

**Experienced producer/director** presently managing a small college production facility is seeking a producer/director position with commercial or public TV station. Growth potential is important. Call 419-882-1697 after 6 PM or Box A-17.

**Producer-Director**. 9 years of top forty market experience in news directing, creative directing, producing, switching and floor managing available to any television station in top fifteen markets needing young ambitious talented director. Resume and presentation cassette available. Interested? Contact Box A-118.

**Award-Winning Cinematographer**, (Film/ENG) seeks challenging assignment. A creative image-maker, a sensitive, hard-working professional. Bilingual. Will relocate. Call Dan at 212-242-0576.

**International minded** seeking full time job TV production or control room. BA plus lot experience. Will relocate call 1-301-552-3128 after 6 or Box A-116.

## CABLE

### HELP WANTED MANAGEMENT

**KVIE is searching** for applicant for the CPB Women's Training Grant for the temporary position as Special Assistant to the President for cable television. Public television station seeks person to assist management in planning for multi-channel public television cable service. Duties will include working with community organizations, city and county government and potential cable franchisees to develop a major public service component for the cable system being planned for Sacramento, CA. Also, develop and implement demonstration project with existing cable system. Experience in both broadcast and cable production and programming desirable. Salary: \$20,000 to \$25,000 plus benefits. Send resume to: Horst Bruenjes, Director of Administration, KVIE/Channel 6, P.O. Box 6, Sacramento, CA 95801. No phone calls please. Deadline: January 23, 1981. EOE/AA.

### HELP WANTED WANTED PROGRAMING, PRODUCTION, OTHERS

**Photographer/Technician** needed for cable TV production department—on location production work a must, TV maintenance background helpful. Contact Program Director, Village Communications, 1304 Marquette Dr., Romeoville, IL 60441. 312-759-4600.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**National Aeronautics & Space Administration**, Public Affairs, Chief, Media Services Branch, (\$50,112). We seek a person with achievements in media to revitalize relationships with the communications industry and assure public awareness of agency programs and accomplishments. Candidates may come from any relevant area of communication media, commercial or non-commercial, public or private, but must have demonstrated ability to perform on creative technical, and management levels. This position is located in Washington, D.C. Applications should be received by January 21, 1981. Copies of the vacancy announcement may be obtained from and applications sent to: Walter A. Maull, Office of Public Affairs (LF-6), NASA Headquarters, 400 Maryland Ave, SW, Washington, DC 20546, Tele. 202-755-8411.

### HELP WANTED TECHNICAL

**Engineer** to supervise construction of MDS facility, Astoria, OR. Business Communications, PO Box 557, Manzanita, OR 97130. 503-368-6382.

### HELP WANTED PROGRAMING, PRODUCTION, OTHER

**Experienced Video Tape Producer**. We are looking for another video tape production pro who is organized and gets a kick out of thinking fast on the spot. A person who would take pride in producing exciting retail spots. Someone who may currently be working as a Producer/Director at a commercial production facility or TV station, and is just waiting for a chance to show what they can do. We are an \$18 million, 4-A agency, with clients across the country. Travel and client contact are included. If this sounds like you, please send your reel, resume and salary requirements to: Mr. Harold Gillespie, Byer & Bowman Advertising Agency, Inc., 66 South Sixth Street, Columbus, OH 43215.

### HELP WANTED INSTRUCTION

**Broadcast Instructor** with routine maintenance ability. Three years "on air" working experience in commercial station required. First ticket not necessary. Five day work week. July 1981 start. Phone: Trans American Broadcasting, Wausau, WI 715-842-4141.



## HELP WANTED INSTRUCTION CONTINUED

**Instructor or Assistant Professor.** Teach courses in area of radio-television-film plus direct television studio. Ph.D. preferred but not required; teaching experience desirable. Tenure track. Salary negotiable. Deadline for applications March 1, 1981. Effective date: September 1, 1981. Send credentials, including three letters of recommendation to: Rev. William J. Hagerly, S.J., Chairman Communication Arts, Xavier University, Cincinnati, OH 45207. Xavier University is an equal opportunity/affirmative action employer.

**Assistant Professor.** Tenure track position. Telecommunications and Film, San Diego State University. \$17,964-21,600 academic year. Start August 24, 1981. Ph.D. preferred with professional experience in TV. Teach all phases of TV producing, directing, and art direction. Quality of professional experience important. Contact Dr. Hayes Anderson, Chairman, Telecommunications and Film, San Diego State University, San Diego, CA 92182. Closing date: March 24, 1981. SDSU is an affirmative action, equal opportunity, title IX employer and does not discriminate against handicapped people.

**Growth opportunity** for experienced broadcast technicians with solid teaching experience. The Ohio School of Broadcast Technique has three immediate full time openings in the technical department of its Cleveland and Nashville schools. Requirements: 1st Class License and extensive broadcast background and experience. Responsibilities include design and maintenance for up to twelve radio broadcast studios and course development, as well as classroom and lab supervision for the nationally accredited electronics program. Apply to: Director of Education, Ohio School of Broadcast Technique, 3940 Euclid Avenue, Cleveland, OH 44115 or call 216-391-3322. EOE/MF.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

**Mirror in the lid** and other pre-1946 television sets wanted for historical collection. Especially interested in RCA TRK-5 and 359 test set, General Electric "HM" series. Parts and literature also wanted. Arnold Chase, 9 Rushleigh Road, West Hartford, CT 06117. 203-521-5280.

**Wanted 15 x 1 lenses** or larger for use with PC70 cameras. Box A-129.

**New MDS earth station.** Need any serviceable hardware, xmtrs, satellite receiver, etc. Business Comm., P.O. Box 557, Manzanita, OR 97130 503-368-6382

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Satellite Television Equipment.** Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

**10 KW FM RCA** 10D w/exc. & ster. gen., exc. condition, spares. M. Cooper 215-379-6585.

**3—Norelco PC70S cameras** with 10 x 1 zoom lens, waveform and picture monitors, pan heads, instruction manuals, 45K. Contact King Harrison 703-823-2800.

**1,750 feet TV81** camera cable \$850 Contact King Harrison 703-823-2800.

**1 KW AM CSI T1A,** 1 1/2 yrs. old, mint condition. M. Cooper 215-379-6585.

**For Sale:** AEL AM-5KD 5KW Broadcast Transmitter. Factory rebuilt and still in factory shipping carton. New tubes. Mike Phillips, 919-276-4965. \$16,000.

**5 KW AM RCA 5U-1,** 11 yrs. old w/huge list of spares. Proof and guarantee. M. Cooper 215-379-6585.

**3 HL-35 Ikegami Cameras** complete \$34,000. Call days: 312-641-6030.

**Equipment for sale.** IGM automation-500 series with 3 carousels, 2 scully 270, time announce, single cart deck and more. Works in excellent condition. Priced to sell! Steve Dinkel 816-279-6346.

**Model 147A Tetrone**—NTSC Test Signal Generator \$4995. Model 1441 Tetrone-VIR Signal Deleter/Inserter \$1995. Fujinon TV Lens 8 x 1 \$2995. Call days: 312-236-5535.

**(1) TSC Development Labs,** Model RRT-77, remote Wx radar receiver. (1) IPS WX Satellite receiver, model WP-3312. Both approximately one year old and presently in use. Will sell together or separately. Call or write: D.K. Hart, KOKH-TV, P.O. Box 14925, Okla. City, OK 73113. 405-843-2525.

**Collins Stereo Generator** new 786 VI for only \$1,498.50. Was originally \$1,665.000 Call Art Reed at Broadcast Consultants Corp. 703-777-8660

**3 RCA TR-600 video recorders** with AE-600 edit controller, internal time code generators and readers, monitor bridges, HB/SHB option, five headwheel panels, air compressor. Machines have less than 1000 hours on head meters. Three of the five heads have been recently refurbished by Spin Physics. Available immediately. Will consider cash or equipment trades. Will sell one at a time for \$60,000 or \$152,000 for all three. Let's talk. Contact Bob Olsen—Chief Engineer, Fred Nies Communications, 1058 West Washington Blvd., Chicago, IL 60607. 312-738-4181.

**SONY VO 2860 & VP 2260** with editor controller by Dynasynch. Both machines are fully modified and make outstanding pictures. BEAM Systems, P.O. Box 3712, Napa, CA 94558. Contact Roman Ruhnke 707-253-7675.

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**CVS 504B Time Base Corrector**—\$5,500.

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**RCA TP-6 Projectors**—\$1,000.

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Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

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## Help Wanted Management Continued

### MANAGEMENT OPPORTUNITIES CHANNEL 31/SACRAMENTO, CA

Northern California Independent has management opportunities available for the experienced broadcaster. Upon approval by the FCC, the new owner of channel 31 will hire management personnel in the areas of sales, traffic, graphics, technical, and promotion. Send resume, in confidence, to: Box A-94. EEO/affirmative action employer.

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Philadelphia's No. 1 Rated Independent Station is seeking a Production Manager with strong creative background. Experience in On-air promotion, commercial production, knowledge of technical equipment and 2 years management. Send tape and resume immediately to:

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Major rep firm seeks candidates for sales development program. Previous business experience required. Must be organized and detail oriented. Team-work, conceptual ability are necessary. Ability to make quick decisions, necessary. E.O.E. Send resume to Box A-136.

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Daily news and issue oriented talk show in top ten market. Producer or associate producer experience a must, as well as contact and research capabilities. Send resume to Box A-139. Equal employment opportunity employer M/F

## Help Wanted Programing, Production, Others Continued

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## Help Wanted News Continued

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Top 25 market, network and group station planning additions to quality news operation. Interested in experienced, professional on-air talent, primarily anchor. If you are strong and personable, present position, market size and ratings results are secondary. Unusually pleasant constructive working conditions and sound financial opportunity for a solid contributor. An equal opportunity employer, M/F Complete, careful details first letter to Box A-95.

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### REPORTER

Top 20 market station seeking experienced reporter. Journalism degree preferred. Salary and fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. Please send resume to Box P-27. EEOE, m/f.

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ers. Box A-140

## Situations Wanted Programing, Production, Others

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The Village of Skokie, Illinois will issue Cable TV Re-  
quest For Proposals (RFP) and draft Cable Com-  
munication Franchise Ordinance on January 5, 1981.  
All interested parties may obtain documents at Village  
of Skokie Planning Department, 5127 Oakton Street,  
Skokie, Illinois 60077, between 8:30 A.M. and 4:30  
P.M., C.S.T., beginning January 5, 1981. Telephone  
questions to (312) 673 0500, Ext. 220. Documents  
must be picked up in person. Responses to R.F.P. must  
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S	Small	AM/FM	\$350K	Terms	Bill Cate	(904) 893-6471
S	Small	Fulltime	\$375K	\$93.7K	Paul Crowder	(615) 298-4986
S	Small	Fulltime	\$390K	\$113K	Bill Chapman	(404) 458-9226
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President

Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
(202) 223-1553

Brokers-Consultants-Appraisers

## BROADCASTING'S CLASSIFIED RATES

**Payable in advance.** Check or money order only. (Billing charge to stations and firms: \$2.00.)

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, C.O.D., P.D., etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

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\*\$79,000 to near quarter million gross over past four years.

\*Only Country Station in 4 station market

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\*7% assumable contract or sizeable cash discount

Ideal purchase for young eager broadcaster, radio oriented family operation, or minority investor/operator

Minimum: 29% cash down on \$450,000-\$600,000 purchase price depending on buyers desire to acquire all or part of available real estate.

Station is offered by Corporate Owner, no fees or commissions involved. Box A-133

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A DIVISION OF CREWENTON COMPANY INC.

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## Media



Schwartz

**Charles Schwartz**, VP-general manager, WCAU(AM) Philadelphia, joins group owner, Broadcast Enterprises National there, as president and chief operating officer. Broadcast Enterprises is licensee of WGIV(AM) Charlotte, N.C.; WAOK(AM) Atlanta; WITH(AM) Baltimore; WCIN(AM) Cincinnati; WOKV(FM), Hamilton, Ohio; WPDQ(AM) Jacksonville, Fla.; WFTV(FM) Atlantic Beach, Fla., and WHCC-TV Rochester, N.Y.

**Peter Kohler**, director of editorials and station services, WCBS-TV New York, named VP and assistant to James H. Rosenfield, president, CBS-TV. Kohler replaces David Fuchs, who was recently named to newly created post of VP-communications for CBS/Broadcast Group.

**Jay Giesa**, VP-assistant general manager of Fisher Broadcasting Inc., Seattle, named corporate VP and general manager of company's KOMO-TV Seattle. **Edward Lackner**, station manager, KOMO-TV, named administrative manager, Fisher stations.

**Edward Hardy**, station manager, KLZ(AM) Denver, named general manager and administrative manager of parent, Group One Broadcasting Co.-West. **Marvin Rosenberg**, station manager, co-owned KAZY(FM) Denver, named general manager.

**Dick Fraim**, general manager, WTAR(AM) Norfolk, Va., assumes additional duties as VP-general manager of parent, WTAR(AM)-WKEZ(FM) Inc., responsible for coordinating operations between two stations.

**Roger Ottenbach**, program director, KCRA-TV Sacramento, Calif., joins KMTV(TV) Omaha as VP-general manager.

**Michael Colello**, VP-general manager, KSTT(AM)-WXLN(FM) Davenport, Iowa, joins co-owned KOFM(FM) Oklahoma City in same capacity.

**Richard Nix**, chief engineer, KECC-TV El Centro, Calif., named general manager, succeeding **Randy Campbell**, who leaves to become general sales manager of Valley Cable TV, new franchise in Los Angeles.

**Rick Welch**, general manager, KKCS-AM-FM Colorado Springs, assumes same duties at co-owned KTYL-AM-FM Tyler, Tex. **Charlie Strickland**, general manager, KATT-AM-FM Oklahoma City, succeeds Welch.

**Chris LaLande**, general manager, KXLE-AM-FM Ellensburg, Wash., named VP. **John DiMeo Jr.**, program director and account executive, KXLE-AM-FM, named assistant manager.

**Gary Kleiman**, general sales manager, WBUD(AM)-WTRI(FM) Trenton, N.J., joins

WGLU(FM) Johnstown, Pa., as VP-general manager.

**Richard Sullivan**, controller, Summit Radio Division, Summit Communications, Winston-Salem, N.C.-based group owner, named director of corporate administration. **Wilma Whitehead**, administrative assistant to Summit's president, named assistant to Sullivan.

**Carol K. Stephenson**, financial analyst, CBS Television Stations, New York, appointed manager of planning for CBS-owned WBBM-TV Chicago.

**Frank Bussone**, development and research manager, WEEK-TV Peoria, Ill., named operations manager.

**Hugh Del Regno**, VP-director of business affairs, KTTV(TV) Los Angeles, joins noncommercial KCFE(TV) there as director of finance.

**Jim Cottingham**, VP-Western operations, American Television & Communications Corp., Denver MSO, named VP-cable operations.

**Gayle Greer**, director of new market development, ATC, named VP of new market development. **Kevin Rorke**, division manager in ATC's operations department, named VP of developing systems.



Ryan

**William Ryan**, divisional VP and general manager of Palmer Cablevision, Naples and Marco Island, Fla., and Radio Naples divisions of Palmer Communications, assumes additional duties as corporate VP for its entire cable television division. Ryan, based in Naples, will also be responsible for Palmer's other

CATV operation, Coachella Valley Television, Palm Desert, Calif. **Norman Smith**, commercial manager, Six Star Cablevision, Culver City, Calif., named general manager of Coachella Valley Television, succeeding **Joseph Benes**, who will continue with Coachella as consultant.

New divisional marketing directors, based in Atlanta, for Cox Cable Communications: **Sperry MacNaughton**, former district manager, responsible for administering cooperative media and marketing programs for Coca Cola USA, Washington, Eastern division; **Russell Calomeris**, Southern regional sales manager based in Atlanta for GAF Corp., central division; **Robert McGuire**, director of marketing efforts for Cox's development systems based in Atlanta, Western region, and **Regina Guaraldi**, plastic packaging manager, Coca Cola USA, Atlanta, development division, responsible for Cox's developing systems.

Newly elected officers of Rau Radio Stations, Washington-based group owner: **J. Alton Boyer** named chairman, replacing Henry Rau, who died two weeks ago (BROADCASTING, Jan. 12); **Robin Henry**, Rau's daughter and board member, named president; **Patrick Kelly**, VP-chief financial officer, executive VP, and **Susan Abraham**, treasurer, secretary-treasurer.

## Advertising

**Louis Bullock Jr.**, manager of network programming services, BBDO, New York, and **Susan Boller**, director of media analysis and information services, BBDO, New York, named VP's.

**Robert Starr**, art director, Doyle Dane Bernbach, New York, named VP.

**Paul Arutt**, VP-consumer accounts, KCBN Advertising and Public Relations, Dallas, named senior VP-client services. **Steve Solomon**, VP, KCBN, named senior VP-operations.

Media planner-buyers named at Stiefel/Raymond Advertising, New York: **Marsha Haas**, from Needham, Harper & Steers, New York; **Donna Campbell**, media planner for Levine, Huntley, Schmidt, Plapler & Beaver, New York, and **Ellen O'Riordan**, media planner-buyer, Cavalieri, Kleier, Pearlman, New York. **Carmin Bartiromo**, from New York Port Authority, joins S/R as media assistant.

**Gust Theodore**, account executive, Blair Television, Chicago, named VP-sales. **Margie Kane**, sales assistant, Blair Radio, Philadelphia, named account executive. **Caroline Riley**,



That's Sherlee Barish's track record in filling executive positions for the clients who call on her. Hundreds of managers sing her praises. It's what's made her the most trusted executive recruiter and news talent finder in the television business.



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Experts in Executive Placement  
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sales coordinator, Blair Wired State Networks, New York, named account executive.



Walsh

**Charles Walsh**, director of national marketing, CBS TV Stations, New York, named director of national sales, CBS Cable there.

**David Williams**, general manager, WANX-TV Atlanta and VP of parent, CBN Continental Broadcasting, named VP of national station sales for CBN Continental. **Herman**

**Ramsey**, general sales manager, WANX-TV, succeeds Williams.

**Richard Sharpe**, regional manager, McGavren Guild, New York, named VP-Eastern division manager. **Peter Doyle**, West-central sales manager, McGavren Guild, New York, and **George Pine**, East-South sales manager, McGavren Guild, New York, named co-managers of New York regional office.

**James Ottolin**, from RTVR, Chicago, joins Petry Television there as account executive.

**Kim Shepard**, broadcast negotiator, J. Walter Thompson, Chicago, joins Katz Television Continental there as sales representative, succeeding **Ken Pierce** who retires.

**Kei Takahashi**, account executive, CBS Radio Spot Sales, Los Angeles, named to same post with CBS Radio Spot Sales in New York.

**Jeffery Hatcher**, account executive, Peters Griffin Woodward, New York, joins Spot Time Ltd. there in same capacity.

**Milt Melinger**, local sales manager, WOR(AM) New York, named general sales manager. **Bob Aiden**, director of sales development, WOR, named director of special sales projects.

**Peter Logli**, assistant sales manager, KCCI-TV Des Moines, named general sales manager.

**Earl Murton**, account executive, WASH(FM) Washington, named general sales manager.

**Douglas Tanger**, local sales manager, WHUE-AM-FM Boston, named general sales manager.

**Joseph Lentz**, local sales manager, WEEK-TV Peoria, Ill., named general sales manager.

**Ralph Lovette**, account executive, WCRO(AM) Johnstown, Pa., joins WGLU(FM) there as general sales manager.

**Linda Silverstein**, account executive, WHTT(AM) Miami, joins co-owned WHYI(FM) Fort Lauderdale, Fla., as national sales manager.

**Marcia Lynne Dare**, account executive, KOMO-TV Seattle, named regional sales manager.

**Larry Melnick**, from WKZL(FM) Winston-Salem, N.C., joins WKQ(FM) Lexington, Ky., as regional sales director.

**Michael Collins**, account executive, KDJQ(AM)-KDKB(FM) Mesa, Ariz., named local sales manager.

**Bob Clarke**, local sales manager, WGAN-AM-FM Portland, Me., named sales manager for WGAN-FM. **Jack Welford**, VP-manager, Blair Radio, Philadelphia, joins WGAN(AM) as local sales manager.

**Thomas Brennan**, VP-account supervisor,

Marschalk Co., Cleveland, joins WKW-TV there as marketing director.

**Danielle Webb Fein**, account executive, WNBC-TV New York, joins co-owned WYNY(FM) there in same capacity.

**Paul Courtney**, sales manager, WHUE-AM-FM Boston, joins WBCN(FM) there as account executive.

**Randy Cleland**, former account executive, KFDM-TV Beaumont, Tex., joins KBMT(TV) there in same capacity.

**Kathleen Wild**, copywriter, KRNA(FM) Iowa City, Iowa, and **Cyndi Smith**, sales representative, General Electric Co., Cedar Rapids, Iowa, named account executives for KRNA. **Diana Marcum**, recent graduate of Iowa State University in Ames, replaces Wild.

**Karen Olivera**, account executive, KWIN(FM) Stockton, Calif., and **Peter Gordon**, retail advertising sales manager, *Sacramento Bee*, join KOVR(TV) Stockton as account executives. **Demetre Fotos**, with KOVR's art department, named art director.

**Dianna Yingst**, with Tulsa Cable, Tulsa, Okla., named traffic director of newly created advertising department.

**L. Ray McKinley**, freelance art designer, based in San Francisco, joins KBHK-TV there as art director.

**Sherrian Brown**, account executive, WDUR(AM) Durham, N.C., and **Janis Harper**, account executive, WWQQ(FM) Wilmington, N.C., join WRAL(FM) Raleigh, N.C., in same capacities.

## Programing

**Seymour Dorns**, formerly VP-production, Columbia Pictures Television, Los Angeles, appointed VP of PolyGram Television, Los Angeles.

**Raul Lefcovich**, VP, director of international operations, United Artists Corp., New York, named VP, International, Viacom Enterprises, filling post that has been vacant for more than six months.

**Hilda Chazanovitz**, senior account manager, Wunderman, Riccota & Kline, New York, appointed associate director of marketing, Viacom Communications, New York.

**Mitch Gutkowski**, network supervisor, BBDO, New York, joins Pro-Sports Entertainment there as VP-sales.

**Larry DeLeon**, executive producer, EUE/Screen Gems, Los Angeles, named VP.

**Vincent Casalaina**, freelance director, based in Los Angeles, joins Premiere, Los Angeles cable venture, as director of in-studio productions. **Frank Jett**, director of implementation, Golden West Entertainment, Los Angeles, joins Premiere as administrator responsible for broadcast origination facility in Bristol, Conn., for East-West Coast network feeds. **Edith Munk**, from Videofashion Inc., New York, joins Premiere, Los Angeles, as affiliate services coordinator.

**Dan Booth**, executive producer, WPLG(TV) Miami, named director of program operations for Post-Newsweek Productions, Los Angeles. Post-Newsweek is licensee of WPLG. **Davey Levin**, financial analyst, Post-Newsweek, Washington, named manager of business affairs

for PNP. **Jim Jackson**, assistant controller, Metromedia's Metrotape West, Los Angeles, joins Post-Newsweek's production and distribution divisions there as controller. **Charlene Stidham**, from Metromedia, Los Angeles, joins Post-Newsweek's distribution division there as syndication coordinator for West Coast. **Eileen Potrock**, from Time-Life, New York, joins PNP there as syndication coordinator, East Coast.

**Michael Levy**, production sales coordinator, Theta Cable Television's videotape production facility in Los Angeles, joins Video Transitions there as general manager of videotape post-production company.

**Richard Dorfman**, director of broadcasting and advertising for New York Cosmos of North American Soccer League, joins National Basketball Association as director of broadcasting.

**Louis Teicher**, director of music operations, CBS Entertainment, New York, retires after 48 years with CBS. Teicher had been director of music operations for CBS-TV since 1962 before transfer to CBS Entertainment in 1977 when it was formed.

**John Proffitt**, program director, KMGH-TV Denver, named director of programing of station's parent, McGraw-Hill Broadcasting. He will be based in Denver.

**Dale Reeves**, air personality and acting program director, WKTU(FM) New York, named program director.

**Art Snow**, air personality, KFJZ(AM) Fort Worth, named program director.

**Joanne Wineke**, program manager, WEEK-TV Peoria, Ill., named broadcast manager responsible for programing, promotion and accounting.

**Ken Williams**, air personality WCRO(AM) Johnstown, Pa., joins WGLU(FM) there as program director. **Garrett Hart**, air personality, WMDI(FM) McKean, Pa., joins WGLU as music director.

**Marilyn Jay Kliman**, from WBRE-TV Wilkes-Barre, Pa., and **David Stawicki**, producer-director, WIS-TV Columbia, S.C., join WTSP-TV St. Petersburg, Fla., as producers-directors.

**Randy Davis**, air personality, KNUS(FM) Dallas, joins WYNY(FM) New York in same capacity.

**R.P. McMurphy**, program director, KRKO(AM) Everett, Wash., joins KPLZ(FM) Seattle as air personality.

New air personalities, KRNA(FM) Iowa City, Iowa: **Tom Hamilton**, air personality, WSHE-FM Miami; **Michelle Coleman**, air personality, KSTT(AM) Davenport, Iowa, and **Chuck Scott**, air personality, KHAK-AM-FM Cedar Rapids, Iowa.

## News & Public Affairs

**Steve Wasserman**, executive news producer, WDIV(TV) Detroit, joins co-owned WJXT(TV) Jacksonville, Fla., as news director.

**Bob Epstein**, news producer, WBBM-TV Chicago, named assistant news director.

**George Lewis**, correspondent covering State Department for NBC News, Washington, named Pentagon correspondent. **Rebecca Sobel**, general assignment correspondent, NBC News, Washington, joins NBC's Pittsburgh bureau in same capacity.



**Pete Noyes**, executive editor, KNBC(TV) Los Angeles, joins KNXT(TV) there as producer. **Ross Becker**, general assignment reporter, news anchor and producer, WTHR(TV) Indianapolis, joins KNXT as general assignment reporter. **Rose Krupp**, reporter, KNXT, named associate producer.

**Joshua Mankiewicz**, congressional liaison and field producer, ABC News, based in Washington, joins WJLA-TV Washington as general assignment reporter. **Bob McLain**, sports anchor, KDFW-TV Dallas, joins WJLA-TV as weekend sports reporter-anchor.

**Hal Brice**, producer-host, noncommercial KAET(TV) Phoenix, and **John Hudgens**, executive producer, KARK-TV Little Rock, Ark., join KPNX-TV Phoenix as reporters. **Marsha Bartel**, investigative reporter-producer, KAET, joins KPNX-TV as news producer.

**Wayne Ludkey**, producer, WFRV-TV Green Bay, Wis., named producer of WFRV-TV's *Eyewitness News* at 6 p.m. **Del Vaughn**, chief photographer, WFRV-TV, named assignment editor.

**Mike McCall**, managing editor, WGHP-TV High Point, N.C., joins WFMV-TV Greensboro, N.C., as news producer. **Penny Thomas**, anchor-reporter, KOLR-TV Springfield, Mo., joins WFMV-TV as weekend co-anchor. **George Vaughn**, senior news photographer, WGHP-TV, joins WFMV-TV in same capacity.

**Nancy Bauer**, producer-anchor, KSBY-TV San Luis Obispo, Calif., named San Luis Obispo county bureau chief. **Laura Diaz**, correspondent, KSBY-TV, named Santa Maria, Calif., bureau chief.

**William Ballard**, news director, WBTV(TV) Charlotte, N.C., named news consultant for co-owned Jefferson Data Systems, Charlotte.

**Ben Avery**, AP general broadcast executive, Western states, based in Dallas, named deputy director for sales and membership, based at AP headquarters in New York. He succeeds **Jay Bowles**, who resigns to join Atlanta office of media brokers, Blackburn & Co. **Bill Cook**, general broadcast executive, central states, based in Kansas City, Kan., succeeds Avery, and **Brent Kallestad**, broadcast executive, central states, succeeds Cook. **Glenn Serafin**, broadcast executive for AP's Eastern division, based in New York, named general broadcast executive, Eastern states.

**Leland Davis**, VP-community development, Kroger Co., Cincinnati, joins WCPO-TV there as community affairs director.

**Greg Wayland**, former environmental reporter and weekend anchor, WINK-TV Fort Lauderdale, Fla., joins WTSP-TV St. Petersburg, Fla., as general assignment reporter.

**Dave Beedy**, reporter-anchor, WCIL-AM-FM Carbondale, Ill., joins WFYR(FM) Chicago as reporter.

**Jack Kavanagh**, reporter, WJAR-TV Providence, R.I., joins co-owned KOVR(TV) Stockton, Calif., in same capacity. **Rick Greenwell**, from KTXL(TV) Sacramento, and **Rawn Halrston**, from WMAR-TV Baltimore, join KOVR as news photographers.

**Paul Silvestri**, on-air meteorologist, WTVG(TV) Chattanooga, joins weather staff of WLWT(TV) Cincinnati.

**Walter Cronkite**, CBS News anchorman, named to receive New York University's Gold Medal, for contributions to broadcast journalism. Presentation to be made Feb. 1 at NYU

fund-raising dinner dance at Henry Morrison Flagler Museum in Palm Beach, Fla.

## Technology

**Bruce Smith**, chairman, Chat Corp., telecommunications firm in San Francisco, and president and chairman of Allied Water Corp., Walworth, Wis., joins Comsat General Corp., Washington, as VP of planning and new ventures.

**Vern Bushway**, VP-operations, Magnasync/Moviola Corp., Los Angeles-based manufacturer of motion picture editing equipment and multichannel tape recording equipment, joins Cinema Products Corp. there as senior VP-operations.

**Keven Wilder**, corporate secretary, Field Enterprises, Chicago, joins noncommercial WTTW(TV) there in newly created post of assistant to president for telecommunications planning, responsible for research and planning of emerging communications technologies and program options.

**Michael Wall**, remote-maintenance supervisor, noncommercial KUED(TV) Salt Lake City, joins noncommercial KVIE(TV) Sacramento as engineering manager.

**Rob Oberbiling**, from NBC, Burbank, Calif., joins KOVR(TV) Stockton, Calif., as commercial cameraman.

**Thomas Kenny**, sales manager of analytical systems program for 3M's new business ventures division, St. Paul, named market development manager for 3M's radio broadcast markets.

**Lance Korthals**, president, Altair Corp., Ann Arbor, Mich.-based audio equipment manufacturer, joins dbx, Newton Mass.-based manufacturer of tape noise reduction systems and specialized signal processing equipment, as director of marketing and sales for professional products division. **David Roudebush**, product manager for professional products, dbx, named national sales manager.

**Thelma Smith**, manager of customer services, Satellite Syndicated Systems, Tulsa, Okla., named VP of personnel and administration. **Phyllis Vettters**, office manager, SSS, named VP of finance.

**Larry Waggoner**, director of engineering, Long-Pride Broadcasting, Wichita, Kan., named VP in charge of engineering and operations for company's KQAM(AM)-KEYN(FM) there.

## Promotion & PR

**William Baker**, freelance producer of pilot television programing for automotive industrial users, based in New York, named VP of corporate communications for Sony Corp. there.

**Dennis Randall**, director of public relations, Enterprise Radio, Avon, Conn., named VP of communications.

**Phil Arrington**, promotion manager, WTOL-TV Toledo, Ohio, joins WPCQ-TV Charlotte, N.C., as creative services director.

**Rebecca Parker**, account executive, public relations division, Weekly & Penny, Houston, named public relations manager.

**Paul Reinhard**, head of corporate public relations and consumer affairs department,

Burger King Corp., Miami, Fla., joins Popejoy & Fischel Advertising Agency, Dallas, as director of public relations.

**Barry Barrentine**, from management consultant firm of Carlisle & Associates, Atlanta, joins Davis & Phillips, Virginia Beach, Va., as public relations director.

**Garth Harrington**, head of own broadcast production facility in Fresno, Calif., joins noncommercial KVIE(TV) Sacramento as manager of creative services.

**Terry Barber**, freelance public relations consultant based in St. Louis, joins BHN-PR there as account executive.

**Jeannine Gregoire**, sales representative, Xerox Corp., Salt Lake City, joins noncommercial KUED(TV) there as manager of advertising and promotion.

**Karen Massari**, assistant to program manager, KENS-TV San Antonio, Tex., named assistant promotion director.

**Paul Cowley**, general manager, KEDO(AM) Longview, Wash., joins Community Club Awards, Westport, Conn., as regional sales manager in its San Francisco office.

**Arthur Anderson**, account executive for public relations division of Stiefel/Raymond Advertising, New York, named manager. **Harriet McGovern**, account executive, Peter Martin Associates, New York, and **Marilyn Schonfeld**, public relations writer, David W. Evans, San Francisco, join S/R's public relations division as account executives. **Odette Horton**, publicist with Brooke & Co., New York, joins S/R, as public relations associate.

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## Broadcasting

The News Magazine of the Fifth Estate

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Company \_\_\_\_\_

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Type of Business \_\_\_\_\_

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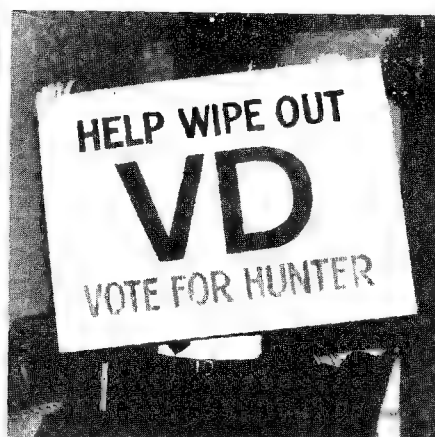
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**Fond goodbye.** One of the most popular legislators ever to appear on the Washington broadcast scene—and himself a career broadcaster of long standing—was accorded a farewell reception at the National Broadcasters Club Jan. 8. **Lionel Van Deerlin** (D-Calif.), who was chairman of the House Communications Subcommittee until his election defeat by Republican **Duncan Hunter** (hence the sign, held up by broadcasting consultant and former NAB lobbyist **Roy Elson**), and his wife, **Mary Jo**, plan to return to their San Diego home next spring. He will write a column for the *San Diego Tribune* and later will lecture on telecommunications policy at the University of San Diego.



one of three principal owners of agency. He is survived by his wife, **Helen**, and son, **Jerry N. Jordan**, who is executive VP and board member of **Ayer** in New York.



Boone

Actor **Richard Boone**, 63, remembered for his role as hired gunman, **Paladin**, in TV series *Have Gun, Will Travel*, died Jan. 10 of throat cancer at his St. Augustine, Fla., home. Boone appeared in roughly 500 TV programs, 65 movies and 11 plays. Other series Boone appeared in include *The Richard Boone Show*, repertory theater program, *Hec Ramsey* and *Medic*. He had been in semi-retirement at time of his death. Survivors include wife, **Clair**, and son.

**Beulah Bondi**, 92, character actress of stage, movies and TV, died Jan. 12 at Motion Picture Country House and Hospital, Hollywood, Calif. Bondi, who won Emmy Award for guest performance in 1977 series, *The Waltons*, had appeared in more than 50 films and many Broadway productions. Bondi leaves no survivors.

**Paul Cunningham**, 63, associate producer and later London correspondent for NBC-TV's *Todday Show* and NBC News until his retirement in 1979, died Jan. 13 of cancer at his home in New Canaan, Conn. He is survived by his wife, **Maaie**, and five children.

**Alvar Lidell**, 72, BBC announcer who informed British people of outbreak of World War II and abdication of King Edward VIII, died Jan. 8. Lidell was with BBC 37 years and retired in 1969.

**Floyd Douglas Shelton**, 55, president-general manager, **KBER(AM)** Abilene, Tex., died of lung cancer Jan. 1 in Abilene. Shelton, who opened station in 1979, had been with several Texas stations including **KFIJ-AM-FM** Fort Worth, as president-general manager; **KEND(AM)** Lubbock, as sales manager, and **KTXO(AM)** Sherman, as president. He was also vice president of **Austin MSO, Communications Properties**. He is survived by his wife, **Bobbie**, and two sons.

**John Saul**, 49, president and founder of **MIC-MIX Audio Products Inc.**, Dallas, died of heart attack Jan. 2 there. Saul is survived by his wife, **Babs**, and daughter.

**Eugene Avram**, 54, staff announcer, **WXYZ-TV** Detroit, died of heart attack Jan. 8 at his Rochester, Mich., home. He is survived by his wife, **Mary**, son and daughter.

**Bruce Hale**, 62, marketing director, **KNBR(AM)** San Francisco, died of heart attack Dec. 30 at his Orinda, Calif., home. He is survived by his wife, **Doris**, two sons and daughter.

**G. Porter Houston**, 79, former senior broadcast engineer for 25 years at **Page Communications Engineers**, Vienna, Va., died Jan. 13 of cancer at Long Green Nursing Center in Baltimore. Houston had also spent 32 years as chief engineer for **WCBM(AM)** Baltimore and had served in same capacity at **WCAO(AM)** and **WFBZ(AM)**, both Baltimore. After his retirement from **Page**, he worked as consultant for **T-CAS Inc.**, Falls Church, Va., designer and installer of telecommunications systems. Houston is survived by his wife, **Mildred**, two sons and daughter.

## Allied Fields

**John McLaren**, senior VP-director, **Yamaha International**, Buena Park, Calif., joins **CBS Musical Instruments** division, New York, as president, succeeding **Robert Campbell**, who retires but remains with **CBS** as consultant.

**Neal Goldberg**, legal assistant to FCC Commissioner **Tyrone Brown**, Washington, joins law firm of **Hamel, Park, McCabe & Saunders** there.

**Carol Randles**, from staff of **Sarah Weddington**, White House political liaison for women's issues, joins **National Association of Broadcasters'** government affairs department in Washington, as director of congressional liaison.

**Joseph Dembo**, executive editor, radio news, **CBS News**, New York, joins **Yale University**, New Haven, Conn., as visiting lecturer on "Ethnic, Standards and Policies in the Network Broadcast Newsroom."

**Lee Radvin**, VP and account supervisor, **Air Time Inc.**, New York, appointed senior VP of **Robert Sarra Associates**, New York, media service firm.

**Merrill Shugoll**, project director, **Market Research Bureau**, Washington-based market research firm, named director of company.

**Carl Como**, general manager of **Patten Communications's** broadcast division in Southfield, Mich., leaves to form own company, **Programming and Sales Consultancy**, based in **Ormond Beach, Fla.**

New members of **National Association of Educational Broadcasters'** board of directors, elected to three-year terms: **Betty Cope**, president-general manager, noncommercial **WVIZ(TV)** Cleveland; **Mary Lou Ray**, acting general manager, noncommercial **KRMA-TV** Denver, and **Walter J. Schaar**, director of education and information services, **Cox Cable Communications**, Atlanta.

New officers, **Association of Independent Radio Producers**: **Bo Donovan**, VP, Tuesday Produc-

tions, San Diego, president: **Pat Shaughnessy**, **TM Productions**, Dallas, VP; **Tom Rounds**, **Watermark Inc.**, Los Angeles, secretary, and **Harvey Mednick**, VP, **RKO Radio**, Los Angeles, treasurer.

New officers, **New York World Television Festival**: **Tom Madigan**, VP, national program development, noncommercial **WQED(TV)** Pittsburgh, president; **Don Taffner**, head of **Taffner Limited**, New York syndication firm, VP; **Terry Colhoun**, manager of **North America**, **Australian Broadcasting Commission**, secretary, and **Dick McHugh**, head of own consulting firm based in **Larchmont, N.Y.**, treasurer.

New officers, **Ohio Association of Broadcasters**: **Dan Morris**, executive VP-general manager, **WCOL(AM)-WXGT(FM)** Columbus, president; **Tom Moore**, president, **WBCO(AM)-WBCQ(FM)** Bucyrus, VP, and **Clark Pollock**, VP-general manager of group-owner, **Nationwide Communications**, Columbus, corporate secretary.

New officers, **Rochester (N.Y.) Radio Broadcasters Association**: **Andrew Langston**, board chairman and general manager, **WDX(FM)**, president, succeeding **Murray Green**, regional VP of **WNYR(AM)-WEZO(FM)-WUHF(TV)**, **Ted Nixon**, general manager, **WCMF(FM)**, VP, and **Len Hart**, station manager, **WNYR(AM)-WEZO(FM)**, secretary-treasurer.

**William Smith**, station manager, **KOOL-FM** Phoenix, named president of **Arizona Broadcasters Association**.

**Douglas Clemensen**, director of operations and programming, **WFRV-TV** Green Bay, Wis., joins **Reymer & Gersin**, Southfield, Mich., as director of research services.

## Deaths

**Clarence L. Jordan**, 84, executive VP and board member of **N W Ayer** on his retirement in 1955 after 40 years of service, died Jan. 2 at Middle Memorial Hospital in **Media, Pa.**, where he had been hospitalized with pneumonia. Jordan worked in copywriting, account management and administration, and in 1936 became



# Stock Index

Exchange and Company	Closing Wed. Jan. 13	Closing Wed. Jan. 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	27 1/2	27 3/4	- 1/4	- .90	5	770
N Capital Cities	57	59 1/4	+ 2 1/4	+ 3.79	12	750
N CBS	47 3/4	48	+ 1/4	+ .52	7	1,330
N Cox	57 1/8	57	- 1/8	- .21	9	771
A Gross Telecasting	26 3/4	26 7/8	- 1/8	- .48	7	21
O LIN	28 3/4	28	- 3/4	- 2.67	6	159
N Metromedia	91 1/2	96	+ 4 1/2	+ 4.68	10	409
O Mooney	7 1/2	7 3/4	+ 1/4	+ 3.22	10	3
O Scripps-Howard	49	53	+ 4	+ 7.54	8	126
N Storer	29	30 1/2	+ 1 1/2	+ 4.91	9	381
N Taft	27 3/4	27 3/4			8	271

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	25 3/4	28 3/4	+ 3	+ 10.43	21	47
A Affiliated Pubs.	28 1/2	28 1/2			12	146
N American Family	8 1/8	7 7/8	- 1/4	- 3.17	4	85
N John Blair	18 1/2	17 1/4	- 1 1/4	- 7.24	6	68
N Charter Co.	18 3/8	18 5/8	+ 1/4	+ 1.34	1	502
N Chris-Craft	34	32 1/2	- 1 1/2	- 4.61	17	95
N Coca-Cola New York	9 1/4	8 3/4	- 1/2	- 5.71	21	163
N Cowles	29 3/4	28 3/4	- 1	- 3.47	20	118
N Dun & Bradstreet	58 1/4	57 1/8	- 1/8	- .96	18	1,624
N Fairchild Ind.	29 3/4	30 3/8	+ 5/8	+ 2.05	9	339
N Fuqua	13 3/4	13 7/8	+ 1/8	+ .90	3	175
N Gannett Co.	58 1/2	56	- 2 1/2	- 4.46	15	2,058
N General Tire	19 3/4	19 1/8	- 5/8	- 3.26	8	467
O Gray Commun.	58	58			12	28
N Harle-Hanks	31 1/2	31 3/8	+ 1/8	+ .39	15	297
O Heritage Commun.	24 1/4	25 1/4	+ 1	+ 3.96	12	87
N Insilco Corp.	21 1/8	20 1/2	- 1/2	- 3.04	9	227
N Jefferson-Pilot	26 1/4	26 1/4			6	575
O Marvin Josephson	12 1/2	11 1/4	- 1 1/4	- 11.11	8	31
O Kansas State Net.	31	31			25	58
N Knight-Ridder	29	27 3/8	- 1 5/8	- 5.93	10	940
N Lee Enterprises	23 3/4	23 1/8	- 5/8	- 2.70	11	170
N Liberty	13 7/8	14 3/8	+ 1/2	+ 3.47	5	176
N McGraw-Hill	43 3/8	43 5/8	+ 1/4	+ .57	14	1,077
A Media General	30	29 3/4	- 1/4	- .84	8	216
N Meredith	50	54 1/2	+ 4 1/2	+ 8.25	7	157
O Multimedia	30	30			18	301
A New York Times Co.	31 1/8	32	+ 7/8	+ 2.73	9	373
N Outlet Co.	31 5/8	29	- 2 5/8	- 9.05	46	79
A Post Corp.	18 3/8	21 1/4	+ 2 7/8	+ 13.52	9	33
N Rollins	35 1/8	35 1/8			14	479
N San Juan Racing	18	18 1/2	+ 1/2	+ 2.70	20	45
N Schering-Plough	42	40 5/8	- 1 3/8	- 3.38	10	2,228
O Stauffer Commun.	44	44			11	44
A Tech Operations	15 3/4	16	+ 1/4	+ 1.56	17	22
N Times Mirror Co.	43 3/8	42 1/2	- 7/8	- 2.05	10	1,472
N Turner Bcastg	15 1/2	15 1/2				155
A Washington Post	22 3/8	22 1/2	+ 1/8	+ .55	9	314
N Wometco	18 1/8	17 1/8	- 1	- 5.83	8	240

<b>CABLE</b>						
A Acton Corp.	17	17			12	51
N American Express	42 1/2	44	+ 1 1/2	+ 3.40	9	3,029
O Burnup & Sims	13 5/8	13 7/8	+ 1/4	+ 1.80	17	121
O Can. Cablesystems	12 1/4	12 3/8	+ 1/8	+ 1.01	24	232
O Comcast	29 1/4	29	- 1/4	- .86	33	75
O Enton	5	5			5	4
N General Instrument	86	93 1/4	+ 7 1/4	+ 7.77	15	746
O Tele-Communications	28 1/4	28 3/8	+ 1/8	+ .44	27	673
N Teleprompter	32 1/4	31 3/4	- 1/2	- 1.57	27	548
N Time Inc.	58	59 1/2	+ 1 1/2	+ 2.52	11	1,630
O TCOM	14 3/4	15 1/4	+ 1/2	+ 3.27		48
O UA-Columbia Cable	63	61 1/2	- 1 1/2	- 2.43	46	211
O United Cable TV	29 3/4	30 1/2	+ 3/4	+ 2.45	21	240
N Viacom	53 1/8	57	+ 3 7/8	+ 6.79	20	236

Exchange and Company	Closing Wed. Jan. 13	Closing Wed. Jan. 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
O Chuck Barris Prods.	3 3/8	3 1/2	- 1/8	- 3.57	3	10
N Columbia Pictures	42	41 5/8	- 3/8	- .90	12	425
N Disney	52 3/4	50 5/8	- 2 1/8	- 4.19	13	1,715
N Filmways	5 3/4	6 3/8	+ 5/8	+ 9.80		36
O Four Star	1 3/4	1 3/4			18	
N Getty Oil Corp.	88 3/4	85	- 3 3/4	- 4.41	10	7,291
N Gulf + Western	15 5/8	16	+ 3/8	+ 2.34	4	875
N MCA	44 1/2	45	+ 1/2	+ 1.11	7	1,046
O Medcom	7	6 1/2	- 1/2	- 7.69	25	12
N MGM Film	9 3/8	8 3/8	- 1	- 11.94	8	304
O Reeves Commun.	34 1/2	31	- 3 1/2	- 11.29	24	124
O Telepictures	4 3/8	4 3/8			20	10
N Transamerica	18 1/4	18 1/4			5	1,192
N 20th Century-Fox	55 7/8	53 3/8	- 2 1/2	- 4.66	9	601
O Video Corp. of Amer.	15 7/8	15	- 7/8	- 5.83	33	15
N Warner***	39 5/8	39 3/8	- 1/4	- .63	10	570
A Wrather	28 1/4	28 1/8	- 1/8	- .44		65

<b>SERVICE</b>						
O BBDO Inc.	40 3/4	39 1/4	- 1 1/2	- 3.82	9	102
O Compact Video	21	21			19	65
N Comsat	45 1/8	46 1/4	+ 1 1/8	+ 2.43	9	361
O Doyle Dane Bernbach	35	34 1/2	- 1/2	- 1.44	10	86
N Foote Cone & Belding	30 1/4	30	- 1/4	- .83	8	82
O Grey Advertising	58 1/2	58 1/2			6	35
N Interpublic Group	31 1/4	30 7/8	- 1/8	- 1.21	6	139
O MCI Communications	12 3/4	12 3/4			64	459
A Movielab	6	6 1/4	+ 1/4	+ 4.00	5	9
A MPO Videotronics	5 1/8	5 1/4	+ 1/8	+ 2.38	14	3
O A. C. Nielsen	37	33 1/2	- 3 1/2	- 10.44	15	415
O Ogilvy & Mather	25 3/4	25 1/4	- 1/2	- 1.98	8	106
O Telemation	2	2			12	2
O TPC Communications	6 1/4	6 1/2	+ 1/4	+ 3.84	45	5
N J. Walter Thompson	36	36 1/4	+ 1/4	+ .68	8	110
N Western Union	23	23				349

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	14 5/8	15 1/8	+ 1/2	+ 3.30		24
N Ampex	33 3/4	34 5/8	+ 7/8	+ 2.52	16	392
N Arvin Industries	14	13 1/8	- 5/8	- 4.66	7	109
A Cetec	6 5/8	6 7/8	+ 1/4	+ 3.63	8	13
O Chyron	17	16 1/2	- 1/2	- 3.03	28	21
A Cohu	10	9 3/4	- 1/4	- 2.56	14	16
N Conrac	18 1/4	17 3/4	- 1/2	- 2.81	8	38
N Eastman Kodak	71 3/4	73 3/4	+ 2	+ 2.71	11	11,579
O Elec Missile & Comm*	7	7			88	19
N General Electric	61	63 1/2	+ 2 1/2	+ 3.93	10	11,259
N Harris Corp.	49 3/4	50 1/2	+ 3/4	+ 1.48	18	1,514
O Intl. Video*	5/8	5/8				
O Microdyne	20	20 1/2	+ 1/2	+ 2.43	15	79
N M/A Com. Inc.	26 7/8	27	+ 1/8	+ .46	24	897
N 3M	62 1/8	62 1/8			11	7,235
N Motorola	65 1/8	68 7/8	+ 3 3/4	+ 5.44	12	1,858
O Nippon Electric	72 5/8	71 3/4	- 7/8	- 1.21	55	2,384
N N. American Phillips	41 3/4	38 1/2	- 3 1/4	- 8.44	7	502
N Oak Industries	47	50 1/2	+ 3 1/2	+ 6.93	16	255
A Orrox Corp.	7 1/2	7 1/8	+ 3/8	+ 5.26	24	12
N RCA	29 3/4	31	+ 1 1/4	+ 4.03	8	2,227
N Rockwell Intl.	40 3/4	41 1/4	+ 1/2	+ 1.21	11	3,024
A RSC Industries	4 3/4	4 7/8	+ 1/8	+ 2.56	12	11
N Scientific-Atlanta	38 1/4	38 3/4	+ 1/2	+ 1.29	34	398
N Sony Corp.	15 1/4	15 1/4			25	3,288
N Tektronix	55 7/8	59 1/2	+ 3 5/8	+ 6.09	12	1,020
A Texscan	24	23 3/8	- 5/8	- 2.67	47	35
N Varian Associates	27 5/8	28 1/2	+ 7/8	+ 3.07	13	212
N Westinghouse	28 7/8	30 1/8	+ 1 1/4	+ 4.14	7	2,459
N Zenith	17 5/8	17 5/8			16	331

Standard & Poor's 400 Industrial Average 151.73 152.39 -0.66

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhoades, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \*Stock did not trade on given day; price shown is last traded price. \*\*No P/E ratio computed, company registered net loss. \*\*\*Warner Communications stock split 2 for 1. +Stock traded at less than 12.5 cents.



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 COUNTRY MATTERS LILLIE KEAN LOVE FOR LYDIA  
 THE DUCHESS OF DUKE STREET II MY SON, MY SON  
 DISRAELI LILLIE CRIME AND PUNISHMENT PRIDE  
 AND PREJUDICE TESTAMENT OF YOUTH DANGER  
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# Profile

## NBC's Mulholland: From news to sports to TV management

For Robert Mulholland, president of the NBC Television Network, the high and low points of the past year were the same: those two weeks in Moscow during the Olympic Games that had been counted on to boost the network's revenues and ratings but were lost to broadcast coverage by the U.S. boycott of the games.

It's an irony of Bob Mulholland's career that the Olympic coverage—which never came off—was responsible for catapulting him up the NBC-TV executive ladder in the first place. For 17 years an NBC newsmen, Mulholland, with a solid reputation in special-events coverage, was pulled over to the television network division as executive vice president-Olympics right after NBC acquired the rights in 1977. About six months later, he was NBC-TV president.

Mulholland's territory at the network encompasses affiliate relations, network sales, sports, the financial department, advertising and promotion and operations and technical services. Now the corporate businessman, he is out of news where all his previous experience had been.

NBC President Fred Silverman, who inherited Mulholland as network president and who recently expanded Mulholland's responsibilities to include advertising and promotion and engineering, calls him "a first-rate executive," with "an excellent understanding of all aspects of our business."

Kudos come from the affiliate ranks as well. Fred Paxton of WPSD-TV Paducah, Ky., chairman of the NBC-TV affiliates board, describes Mulholland as an "outstanding man to work with" and one "who knows the business from top to bottom." And in a business where a network and its affiliates are both partners and competitors, Paxton adds that it's good to have Mulholland because he is "perfectly forthright and candid.... When Bob Mulholland says something, that's the way it is."

Some years back, when Mulholland's son spent the day with him at the office and then wrote a school paper on what his father did for a living, Mulholland recalls reading that "my daddy opens envelopes and watches three television sets all day long." Mulholland agreed then and does now, but adds that his son "forgot the telephone calls and never went to the meetings."

Mulholland sees himself as a "referee between the different divisions," explaining that individual division goals may sometimes be divergent but that it is his



Robert Edge Mulholland—president, NBC Television Network; b. Sept. 27, 1933, Hartford, Conn.; BS/MS, journalism, Northwestern University, 1955-56; Signal Corps, U.S. Army, 1956-58; news writer/producer, WGN-TV Chicago, 1958-61; news writer/producer, NBC-owned WMAQ-TV Chicago, 1961-63; Midwestern field producer, NBC News's *Huntley-Brinkley Report*, Chicago, 1963; European producer, NBC News, London, 1964; Washington producer, *Huntley-Brinkley Report*, 1965-67; news director, NBC News, West Coast, and KNBC(TV) Los Angeles, 1967-71; producer, *NBC Nightly News*, New York, 1971; executive producer, 1972; VP, NBC News, 1973; executive VP 1974-77; executive VP-Olympics, NBC-TV, 1977; present position since August 1977; m. Adrienne Cowles, Jan. 2, 1977; son Todd, 15, from previous marriage.

job to "make sure all the areas meld together." On one hand, that might mean effecting a satisfactory compromise between network divisions and affiliates if a network sports opportunity comes up on a weekday after 6:30 p.m. Or it could be working out a network scheduling change that would increase advertising prospects. Add to those decisions the others both long and short range: planning for the Olympics or requesting that a 10-second movie promo be changed, as well as spending 30% of his time on the road at affiliated stations and elsewhere.

As one who had been in and out of Vietnam and Cambodia, who spent six months in Dallas following President Kennedy's assassination and through the Jack Ruby trial, who covered the civil rights movement and racial strife, and who was instrumental in launching the country's first two-hour local newscast at KNBC(TV) Los Angeles, Bob Mulholland still has the news business in his blood.

On election night, when NBC News was first in calling Ronald Reagan as the next President, Mulholland admits that "I felt very left out.... I used to do that for a living." But while he may miss news, he en-

joys the corporate challenge. "News is absolutely fascinating," he says, "but so is this." The transition from the news division to the network has broadened Mulholland's perspective. "I thought I knew a lot about the television business," he remarks, "I never realized how little I knew."

Mulholland never expected he would travel the TV business route. Raised in the small New Jersey town of Bound Brook, Mulholland recalls that he always wanted to be a writer or a journalist. Educationally, he followed it through with undergraduate and master's degrees in journalism from Northwestern University. After a summer of newswriting at ABC-owned WLS-TV Chicago and two years in the U.S. Army Signal Corps, he joined WGN-TV Chicago where he was a news writer and producer from 1958 to 61.

Mulholland went with NBC, at its WMAQ-TV Chicago, in 1961—beginning an association that will reach the 20-year mark come April. After two years of newswriting and producing for the NBC-owned station, Mulholland began moving up the network news ranks, producing for NBC News and the old *Huntley-Brinkley Report* from bases in Chicago, London and Washington. He ran the news departments for the West Coast and KNBC from 1967 to 71, then was producer for the *NBC Nightly News* and named its executive producer in 1972. VP stripes at NBC News came a year later and from 1973 to 77, until being called by the network to implement its Olympic coverage, Mulholland was executive vice president of NBC News.

Now in the network president's office, Mulholland is a business-news maker, at the helm of a network that has received a good share of bad press. He disagrees with many of the reports and says that 1980 was a good year for NBC if not for the \$32-million Olympic write-off not covered by insurance and the additional expenses of an election year. And he is optimistic about "significant improvement" this year.

Married to Adrienne Cowles, a documentary producer and 15-year veteran of NBC, and the father of one son, Todd, 15, by a previous marriage, Mulholland is an avid reader who occasionally finds time "to try and hit a tennis ball" or do some running. Most of his personal friends are in the business and most are journalists.

The business goal for 1981, he says, is "to keep your finger on what is going on in the business.... How does he position network television?" Mulholland says that the answer involves more than NBC-TV and "the two fellows up the street," ABC-TV and CBS-TV; it involves the new media as well.

## Surprise

In its radio deregulation last week, the FCC may have gone about as far as it can go without congressional amendment of the Communications Act. Indeed the so-called "public interest" lawyers who make their living by recruiting citizens to take cases before the FCC will ask the courts to rule that the FCC has gone too far. Broadcasters must hope that other lawyers, of at least equal competence and certainly larger purpose, are right in believing that the FCC action will withstand appeal.

It is not an emancipation proclamation that the FCC has decreed. Radio broadcasters will still be subject to the various ownership rules, the equal-time law and fairness doctrine, the FCC's own standards for the hiring and promotion of women and minorities, all the laws and rules about lotteries, sponsor identification and billing practices, the vagaries of license renewal every three years and prospects of petitions to deny, the thicket of technical rules that govern station operation—in short, far more federal control than confronts any other information and entertainment medium, except television broadcasting, whose turn for deregulation should be next if there is any justice in Washington.

Still, last week's deregulation was of meaningful proportion. The "guidelines" for nonentertainment programming were removed. The intricate formalities of ascertainment will no longer be required. The commercial limitations that the FCC lifted from the National Association of Broadcasters radio code will be abandoned. Stations will no longer be obliged to keep detailed program and commercial logs.

In practice, stations will continue to ascertain public wants and needs and maintain logs for their own record of performance, but the removal of perpetual government surveillance of those two basic functions creates a new atmosphere of independence. The incentive to experiment will be accentuated, especially if the Supreme Court affirms the FCC's desire, stated earlier, to let broadcasters choose their formats at will.

It may not have been an emancipation proclamation that issued from the FCC last week. It was, however, a writ of new freedom to search for ways to serve the listening public.

The lone dissent to radio deregulation, from the departing Commissioner Tyrone Brown, was a reminder that this proceeding at the FCC was one of the few that in recent years have turned out better than originally expected. At the outset there was talk, especially from Chairman Charles D. Ferris, of limiting any deregulation, however modest, to the very biggest markets where the densest concentrations of radio stations were on the air. There was also talk, from Commissioner Brown, of imposing quotas of news, public affairs and other local programs. (Brown may have taken that cue from Henry Geller, departing head of the National Telecommunications and Information Administration, who has tirelessly advocated quotas for television.)

Indeed Margita White, a Republican casualty of the Carter administration and an advocate of sweeping deregulation while on the FCC, had despaired of anything beyond token action at the agency. On the eve of her replacement by Anne Jones in early 1979, White advised broadcasters to take their case for deregulation to Congress and forget about the present FCC.

The action of last week went considerably beyond White's expectations. It may be attributed to evidence submitted both by broadcasters and by the FCC's own staff to show that broadcasters in general were operating above existing standards and only being hampered in their work by subservience to government. Beyond

that, it was demonstrated that the profusion and variety of programming would be more readily enhanced by competition in the marketplace than by direction of the FCC.

White was not alone in her pessimistic appraisal of deregulatory prospects at the FCC. She and others, including this page, that thought Congress was the place to seek relief may wish to revise that opinion while watching the FCC's deregulation in action. Maybe this is as much as broadcasters can realistically expect at this time.

## Who's the angel?

The "grand alliance" that Lawrence K. Grossman, president of the Public Broadcasting Service, described last week is an ambitious venture in cultural and educational programming of the kind that the conceivers of noncommercial educational television had in mind. It proposes, however, to use a distribution system far more sophisticated than the conceivers could have conceived and a method of financial support that may not quite fit into the term, "noncommercial."

The satellite system that interconnects PBS stations will feed what Grossman described as an "integrated distribution system, via cable where it exists, but also using MDS, ITFS, STV and low-power stations—whatever turns out to be technologically appropriate in each community." It will be subscription television on the largest scale envisioned so far, blanketing the country if Grossman's alliance lives up to his grand plans. It will charge subscribers enough to support "high-quality, major performing arts" or cultural presentations at night and a wide range of educational and instructional programs in the daytime.

It is an altogether charming prospect of television diversity that Grossman presents, but it raises a policy question. How much government money will be involved in the creation of a service that is clearly intended to compete with private ventures now promised for the same general field, the forthcoming ABC and CBS program offerings to cable, for example?

Much of the PBS system has been built at government expense. Its use as a core for a commercial enterprise is subject to question. If the grand alliance goes beyond that to take seed money from government, the question will be stickier. Maybe Grossman can work it out with other financing. If so, let the alliance be as grand as he wants it to be.



Drawn for BROADCASTING by Jack Schmitt

"You're gonna love this. It's 60 one-second commercials."



# WAGA-TV IS THE NEW NUMBER ONE IN ATLANTA.

We're Atlanta's leading station from sign-on to sign-off.

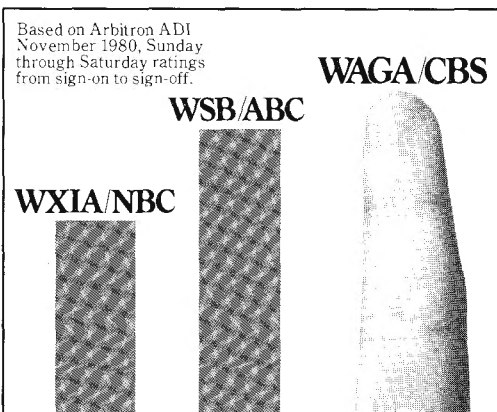
**WAGA-TV5 is number 1 from sign-on to sign-off, Sunday through Saturday in both Arbitron and Nielsen November 1980 ratings and shares.\***

Arbitron ADI ratings and shares show WAGA (CBS) with a 10 rating and a 32 share. Compared to a 9 rating and a 30 share for WSB (ABC), and a 6 rating and a 19 share for WXIA (NBC).

Nielsen ADI ratings and shares show WAGA with an 11 rating and a 33 share. Compared to a 10 rating and a 31 share for WSB, and a 6 rating and 20 share for WXIA.

**More Atlantans turn to WAGA for news.**

WAGA's News Scene team is the most thorough and professional news staff in the city.



So it's no wonder more Atlantans watch our news-casts Monday through Friday than any other station's.\* And our PM Magazine continues as a leader in access.

**WAGA and CBS. Looking good together.**

WAGA and CBS make Atlanta's prime time viewing really prime with great series, movies, and specials.

The best people, the best programming—that's how WAGA-TV5 became number 1 in Atlanta. And that's how we're going to stay number 1.



**WAGA  
TV5**  
A STORER STATION

A CBS Affiliate.



Represented by Storer Television Sales.

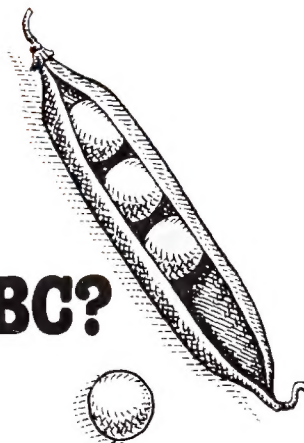
\*Source: Arbitron and Nielsen

Nov. 1980, Sun.-Sat., Sign-On to Sign-Off and Mon.-Fri., 6-7 PM, 11-11:30 PM.

Data used is subject to the limitations on accuracy inherent in the method of survey, and should be considered estimates.

APR 2 1981

## Are we starting to look too much like ABC, CBS, and NBC?



Only eight months old, but Independent Network News looks a lot like news on the three major networks.

Worldwide newsgathering resources. Superb anchor-people and reporters. Network quality production.

But there *are* important differences.

We have nightly sports, weather, and business reports. They don't.

We're on the air when they're not. In prime time. So many news viewers find it far more convenient to watch us.

And of course, we don't blanket the country quite like ABC, CBS, and NBC. Not yet.

Still, INN already has forty-six leading independent affiliates. Serving fifty million television homes. That's a big sixty-four percent of the nation.

Not bad for an eight-month-old.

We're young and strong. And we're going to keep growing, thanks to our association with forty-six of the finest independent television stations in the country.

There will be new opportunities from the Independent Network. For affiliates. Viewers. And advertisers.

Stay tuned.



**Independent Network News  
Produced by WPIX New York**